

Plaza Streetscape Design Language - Streets

FIXTURES

- Light standards should have an elegant, ceremonial quality and a traditional Art Deco style to reflect the period in which the Town was originally founded (the 1920's)
- A maximum of four luminaries should be installed on each pole and mounted at a pedestrian height of approximately fifteen (15) feet
- The Town logo, or a similar recognizable symbol, should be integrated into the fixture



Sample of El Prado Light Standard

FURNITURE

- All furniture should be traditional styled and should complement the style of light fixtures and be rich in detail
- Benches should be located every twenty (20) feet on center

FEATURES

- A variety of paving materials should be used to reflect the function of different use areas
 - The central promenade/primary plaza should be constructed of specialty pavers with strong banding and patterning
 - Crushed aggregate should be used north and south of the central promenade to allow for intensive programming and special events
 - The semi-circular promenade in the lower plaza area should integrate with the beach boardwalk
- Features, such as the central stage / podium, the fountain, the splash pad and the shade trellis should reflect a high degree of craftsmanship and be visually consistent with one another
- All primary tree planting should be formally organized to define space, reinforce sightlines and provide shade
- Location of a "Braille Town Orientation Model"

3.4.7 Oceanfront Promenade

An Oceanfront Promenade would include the development of a walkway, with handicap access, suitable for a variety of users, including walkers, joggers and strollers directly adjacent to the beach and ocean. No Oceanfront Promenade currently exists in the Town of Lauderdale-by-the-Sea.

The Oceanfront Promenade proposed for the Town would run continuously from the southern to northern boundaries and would include access points to and from all existing and future developments, as well as from existing beach access areas/portals.

The purpose and principles behind the development of the Oceanfront Promenade are to create a waterfront, education-based, shoreline protection feature that becomes a recognizable symbol of the Town of Lauderdale-by-the-Sea - as the Pier is now. The Promenade would also serve to connect the southern and northern areas of the Town, improving waterfront accessibility.



Existing beach conditions at location of future Oceanfront Promenade

Oceanfront Promenade Design Concepts

PROBLEMS

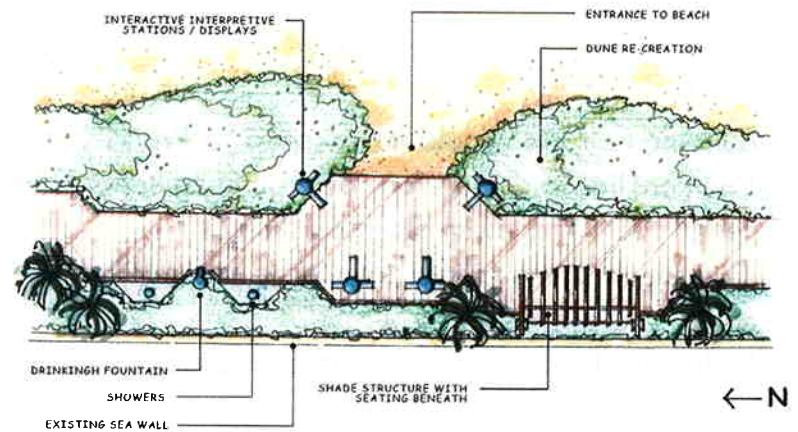
- Beach access is not possible for everyone
- Beach is artificial and unstable

PRINCIPLES

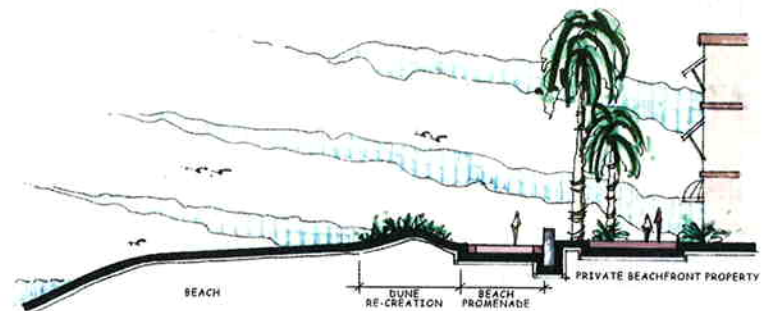
- Promote the naturalization of the beach
- Create a strong connection between the north and south
- Create a hands-on learning and educational environment
- Stabilize and protect the shoreline
- Improve accessibility to the oceanfront
- Make beach accessible for all, including those with special needs
- Develop a one-of-a-kind feature in the community
(a recognizable symbol)

PRODUCTS

- Multi-use beach promenade
- Dune recreation strip
- Shoreline protection initiatives
- Interactive, hands-on interpretive stations
- Low level walls separating private, beachfront properties



Plan View of the Oceanfront Promenade



Section View of the Oceanfront Promenade

Oceanfront Promenade Design Language - Buildings

FORM

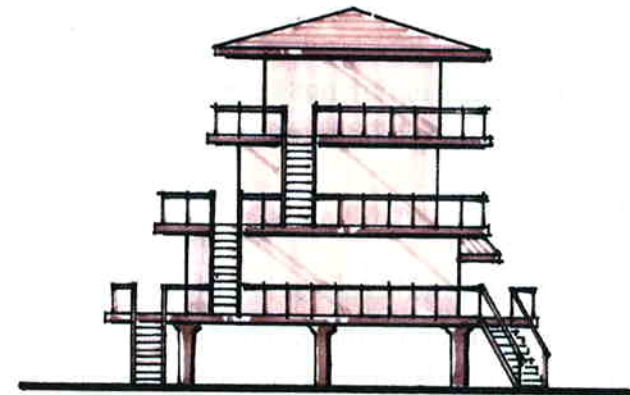
- Building heights should not exceed "3 over 1", or 44'-0"
- The roofline and top story of a building should be varied to create relief from the lower plane of stories
- The beach front façade should be stepped back from the beach above the second story
- Buildings should have an adequate garden setback

FAÇADE

- Buildings should express a predominantly horizontal quality
- Buildings should have low level and down lit lighting
- Windows should appear tall (to express a high ceiling) and be accented / sun protected with shutters, awnings and projecting roof overhangs

FEATURES

- Beachfront patios and pool decks should terrace down to the beach
- Patio walls should be no higher than 36" above beach grade at the property line
- Features, such as airways, covered arcades, balconies and archways should be integrated to the greatest extent possible
- Gateway connections to the promenade



Sample of Building Along the Oceanfront Promenade

Oceanfront Promenade Design Language - Streets

FIXTURES

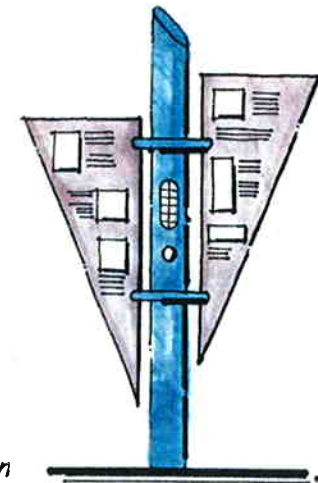
- Low-level light bollards should be used at the boardwalk and located only at entrance points, ie. portals and beach access links
- All lighting should be located and operated to minimize impact on sea turtle habitats
- All lighting should be ground level wash illumination

FURNITURE

- Furniture should be designed in a manner consistent with the naturalized beach theme for the promenade
- All furniture should be manufactured of natural materials and integrated into the promenade

FEATURES

- The promenade should be designed to create the character of a naturalized beach environment
- The promenade should be planted with native beach grasses to stabilize the sand and re-establish the dune environment
- Interactive interpretive stations with an environmental theme should be integrated into the promenade



Sample Interpretive Station

3.4.8 Pedestrian Promenade

Pedestrian Promenades are those streetscapes that are primarily designed and intended for use by pedestrian-oriented traffic. There are existing streetscapes in the Town of Lauderdale-by-the-Sea that lend themselves to this scale of development. One of the most prominent and identifiable Pedestrian Promenades in the Town is along Basin Drive, which runs parallel to the south side of Commercial Boulevard, between Seagrape Drive and Tradewinds Avenue.

Basin Drive is now a vehicular-oriented alley route, with on-street parking and the roadway is defined by the rear facades of buildings that face onto Commercial Boulevard. There are no sidewalks, which creates an unfriendly and unwelcoming environment for pedestrians. Due to the lack of streetscape amenities and the overall aesthetic character of Basin Drive, there is a lack of feeling that you are in a "public space" when you are moving along the roadway. Today Basin Drive is used primarily as a "cut-through" road for vehicles trying to avoid the traffic of Commercial Boulevard.

The design principles and language created for Pedestrian Promenades in the Town strive to enhance the overall "experience" for pedestrians. The overriding goal of the re-development of Basin Drive is to improve pedestrian access from Basin Drive to Commercial Boulevard, enhance the prominence of the area as a destination, improve access to the Silver Shores Waterway and to promote pedestrian connections from the Intracoastal Waterway to the Atlantic Ocean.



Existing conditions along Basin Drive

Pedestrian Promenade Design Concepts

PROBLEMS

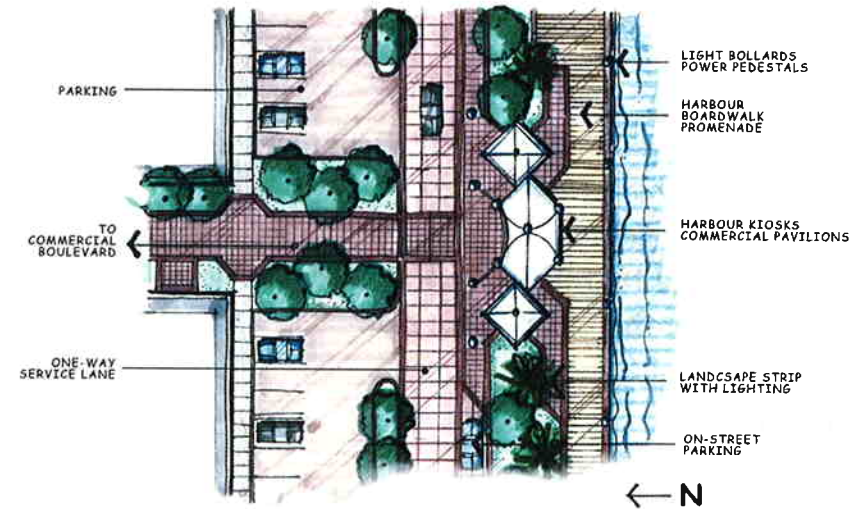
- Lack of connectivity to Silver Shores Waterway
- No connection to Commercial Boulevard
- Back-out parking from rear of buildings
- Poor sense of public space and "place"
- No relationship to ocean or Intracoastal Waterway

PRINCIPLES

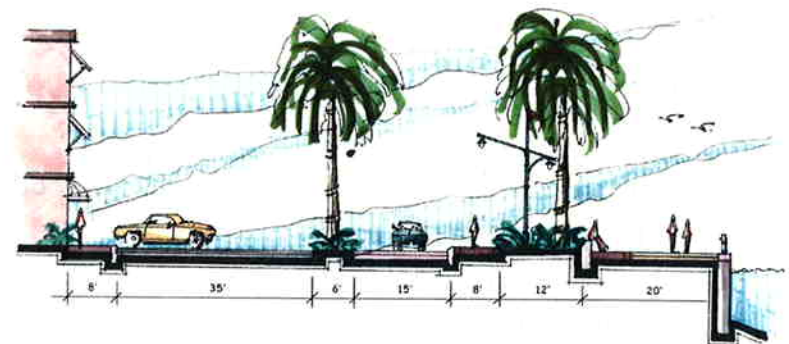
- Enhance pedestrian experience
- Create public access opportunities to Silver Shores Waterway
- Promote pedestrian connections to Commercial Boulevard
- Develop linkages along Basin from the Intracoastal to the Atlantic Ocean

PRODUCTS

- Waterfront pedestrian boardwalk for various users
- One vehicular traffic lane with a landscaped median
- Buffered, back-out parking
- Wide planting strip to create welcoming and comfortable pedestrian atmosphere
- Variety of streetscape amenities (benches, lights, banners)



Plan View of Basin Drive



Section View of Basin Drive

Pedestrian Promenade Design Language - Buildings

FORM

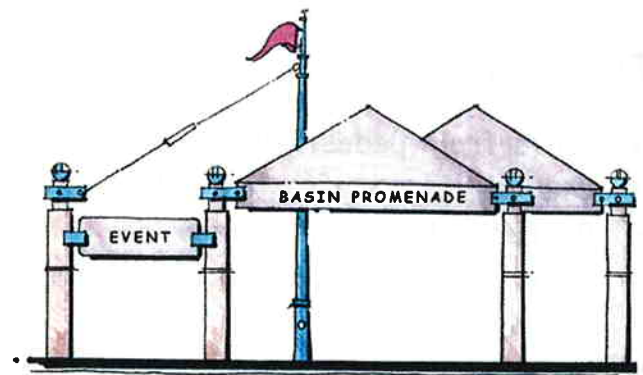
- Only open-sided, open air structures should be built on the waterside of Basin Drive in order to maintain views to the Silver Shores Waterway
- Building masses on the north side of Basin Drive should be subdivided to create a sense of narrow and deep buildings
- Buildings that maintain the maximum height of Commercial Boulevard (5 stories), should be setback at the four story level, on the Basin Drive side

FAÇADE

- The rear facades of Commercial Boulevard buildings, which face onto Basin Drive should be enhanced to capture a "waterfront" quality and promote public use and access to the businesses and stores
- The ground floor of these rear facades should be predominantly glass to create a sense of transparency
- Entrances on the rear facades of buildings fronting onto Commercial should be accented with awnings or similar, appropriate decoration

FEATURES

- Buildings should be designed with ground floor airways to allow for views to the pedestrian promenade
- Features, such as steeply pitched rooflines or false facades, awnings, banners and flags, board & batten siding, porthole and awning windows, etc. should be integrated to the greatest extent possible



Sample Structure Along Basin Drive

Pedestrian Promenade Design Language - Streets

FIXTURES

- All light fixtures should have a cohesive, nautical theme
- Low-level light bollards should be used along the entire length of the Pedestrian Promenade
- Lights may be affixed directly to building facades
- Maritime flags and banners may be mounted from banner poles and buildings



Sample maritime style street bench

FURNITURE

- All furniture should be nautical-styled and of the same design family
- Furniture should be designed to recall recognizable maritime features - ie. "lighthouse" bollards, scalloped sea walls, "wheel house" overlooks, treasure chest benches, etc.

FEATURES

- A combination of timber decking and specialty paving should be used in the construction of the pedestrian promenade
- Tree planting should be informal and diverse along the promenade and appropriate for its waterfront location
- Shade trees, shade structures and umbrellas should be used at seating areas to provide sun protection
- Wooden promenade should be developed along the Silver Shores Waterway

3.4.9 Pedestrian Alley

Pedestrian Alleys are those secondary travel routes, that are located parallel to major roadways in the Town of Lauderdale-by-the-Sea. Pedestrian Alleys are most recognizable directly north and south of Commercial Boulevard. In addition to existing Pedestrian Alleys, two new pedestrian access routes are proposed in the Master Plan, extending from the Silver Shores Waterway to the oceanfront.

Pedestrian Alleys in the Town are currently underdeveloped and unwelcoming to pedestrians. In many cases, residents and visitors may not be aware that these alleys exist for their use. Alleys in the Town are presently defined, in many cases, by overhead wires, waste disposal receptacles, parked cars and unkempt rear facades of buildings facing onto more prominent Town roadways.

The design principles for Pedestrian Alleys strive to make the alleyways usable on a pedestrian scale, promote linkages to the waterfront - pulling the water inland, increasing retail opportunities and enhancing the quality and usable space at the rear of buildings. Alleyways also offer the opportunity for additional mid-block connections, for both pedestrian and vehicular users.

Existing conditions along Pedestrian Alleys



Pedestrian Alley Design Concepts

PROBLEMS

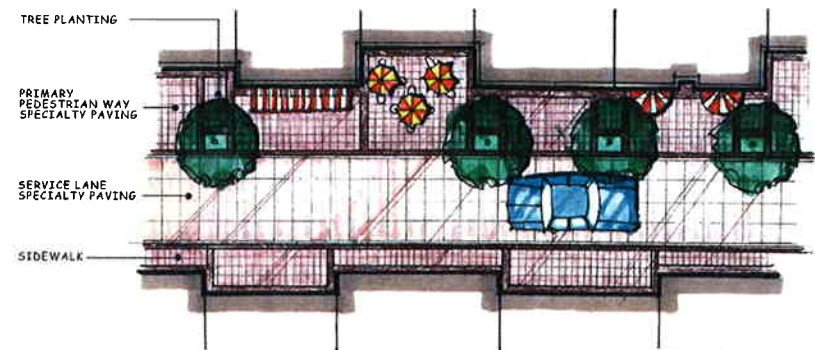
- Lack of connectivity to ocean or the Intracoastal
- Act primarily as service areas
- Not safe or welcoming for pedestrians
- Aesthetically unappealing to users

PRINCIPLES

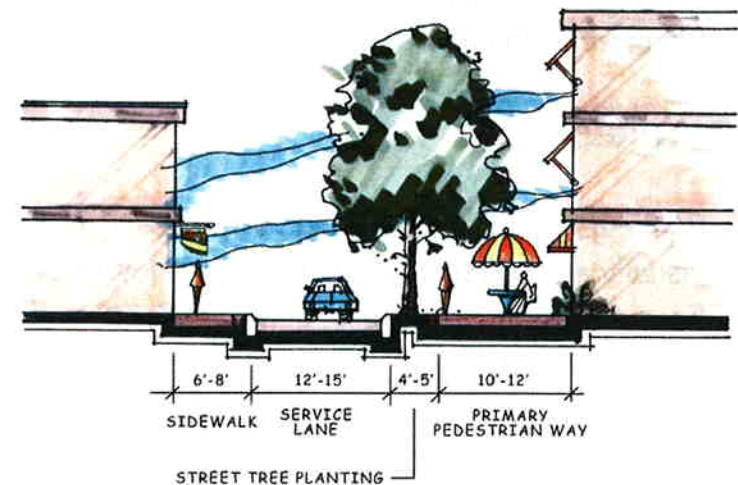
- Create usable secondary areas at a pedestrian scale
- Pull the waterfront inland through linkages
- Increase retail opportunities
- Enhance usable space at rear of buildings
- Improve the safety and security for users
- Enhance vehicular circulation opportunities
- Increase the number of mid-block connections

PRODUCTS

- Primary pedestrian promenade along rear building facades
- Secondary pedestrian sidewalk
- Ample room for seasonal vendor carts and stands
- Tree planting strip with shade trees
- Vehicular service lane for through traffic



Plan View of a Sample Pedestrian Alley



Section View of a Sample Pedestrian Alley

Pedestrian Alley Design Language - Buildings

FORM

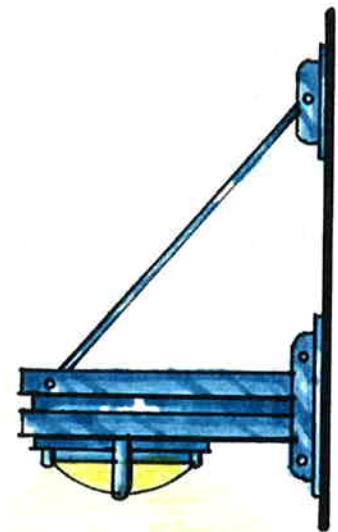
- Building heights should be the same as the street onto which they front
- Lines of buildings should be horizontal to maintain a pedestrian scale
- Limit building widths to ensure opportunities for mid-block pedestrian connections
- The rear setback of buildings along the Alley should be varied to create useable pedestrian-oriented spaces

FAÇADE

- The rear façade of buildings which face onto the Alley should be enhanced to promote public use and access to the Alley and buildings
- Blank walls should be avoided - entrances and windows on all levels should be integrated into the façade

FEATURES

- Buildings should be designed with ground floor airways and a sense of transparency to visually and physically connect the Alley to Commercial Boulevard
- Features such as awnings, banners, flags, wall-mounted lighting and projecting signs should be integrated



Sample wall mounted exterior alley light

Pedestrian Alley Design Language - Streets

FIXTURES

- Lighting should be nautical or maritime style to complement fixtures used at El Mar Drive and Basin Drive
- Light standards should be mounted no higher than twelve (12) feet and façade wall lights should be mounted no higher than eight (8) feet

FURNITURE

- Furniture should be nautical or maritime style to complement furniture used at El Mar Drive and Basin Drive
- Furniture should be clustered at locations, no more than thirty (30) feet apart

FEATURES

- Specialty paving should be used across the width of the Alley from building face to building face
- Pavers should be smaller and laid in a more intricate pattern for pedestrian areas than for service lanes
- The entrance into the Alley from intersecting streets and sidewalks should be highlighted
- Street planting should be integrated along the Alley, where space permits
- Minimum width of twenty (20) feet from building face to building face
- Sculptures and fountains should be incorporated into buildings and "alleyscapes"
- Individual paving details should be allowed at building entrances

Sample "Lighthouse" Style Bollard with Town "logo".



4.0 The Economic Revitalization Plan

The economic revitalization of the Town of Lauderdale-by-the-Sea should be market-driven and based on the current and future local and regional markets. The Town has an advantage over many other communities, as it also has a regular and steady influx of tourists and visitors, creating a secondary market that can help to support retail and service establishments. The most important element in economic revitalization is determining an approach to ensure that the Town's revitalization efforts are efficiently and effectively implemented and carried out. The following section describes various approaches that could be followed with respect to revitalization efforts.

4.1 Market Feasibility Analysis

The redevelopment and revitalization of the Lauderdale-by-the-Sea commercial core should serve the needs of local and regional residents, while also providing the goods and services required by the transient visitors and residents that help to support the local economy. The Market Feasibility Analysis is intended to determine the most appropriate and viable mix of uses for the commercial core along Commercial Boulevard. This analysis is based largely on Census information, and therefore, does not consider the annual tourist and visitor populations. Tourist and visitor potentials are "in addition" to information provided below, and are expanded in later sections of the Plan.

The final product of the Market Feasibility Analysis is the determination of an economically feasible program of uses that can succeed in Lauderdale-by-the-Sea as part of an overall development and revitalization initiative.

4.1.1 Methodology and Source Definition

Numerous sources were used to complete the comprehensive retail feasibility analysis, including the following:

- 2000 Census of Population and Housing

Published every ten years by the US Bureau of the Census, the document includes population factors such as number of people, age, sex and race characteristics. The Census also includes housing statistics, such as the total number of units and cost of units and economic characteristics, such as income and occupation.

- 1997 Census of Retail Trade

Every five years the US Department of Commerce publishes this document, which covers retail activity for all Standard Industry Classification (SIC) codes. Data is presented for areas that range in size from the entire United States down to municipalities with populations of 2500 or more.

- Dollars and Cents of Shopping Centers 2002

Published annually by the Urban Land Institute, this publication reports on typical retail sales figures for businesses in neighborhood, community, regional or super-regional shopping centers. The data includes typical rent and sales per square foot of gross leasable area, property taxes, insurance and common area charges.

- Claritas® Direct Marketing Information - 2002 Consumer Spending Patterns Summary

The Claritas database provides current up-to-date estimates of household expenditures on more than 500 specific goods and services. The database is based on statistics collected by the US Department of Commerce, developed using data from the Consumer Expenditure Survey by the federal Bureau of Labor Statistics.

To make the information more personal to Lauderdale-by-the-Sea, Claritas® combines key demographic characteristics, including age, income, family size, number of vehicles and urbanization with their general data. Claritas® then developed over 400 specific models to accurately predict consumer spending, which are then compared with national sales totals provided by different retail industries to ensure reliability.

4.1.2 Retail Market Area

Claritas® data was provided for three geographic areas around Lauderdale-by-the-Sea, defining three "trade areas" from which sales along the Town's commercial core could be drawn from. The "trade areas" include a 1-mile ring around the Town - drawn from a central focus point (Primary Trade Area), a three-mile ring around the Town (Secondary Trade Area) and a five-mile ring around the Town (Secondary Trade Area).

4.1.3 Demographic Trends Influencing Market Potentials

An examination of demographic trends within Lauderdale-by-the-Sea can provide insight as to what types of development and revitalization efforts would be most successful within the Town. US Bureau of the Census data was used to complete the demographic analysis.

The following bullets are key demographic findings that may influence the Market Feasibility Analysis and revitalization potentials in Lauderdale-by-the-Sea:

- Between 1990 and 2002, the population of Lauderdale-by-the-Sea more than doubled, from 2,974 in 1990 to 6,243 in 2002, due to two annexations of lands north of the existing 1990 Town boundaries
- Population statistics for the Town do not include tourists and seasonal visitors
- The overall number of households also doubled between 1990 and 2002, from 1,765 to 3,542, respectively
- The median family income increased over 20% between 1990 and 2000, from \$48,700 in 1990 to \$61,167 in 2000

4.2 Retail Supply, Demand and Unmet Demand

The following section includes information pertinent to determining the future retail uses and services that would be most likely to succeed in Lauderdale-by-the-Sea, based on existing data and trends.

4.2.1 Retail Supply

There is currently approximately 375,000 square feet of existing 1st floor retail space along Commercial Boulevard in the Town of Lauderdale-by-the-Sea. The existing retail mix includes a variety of retail and services, including, but not limited to:

- Art and Framing Services
- Bookstore
- Camera Repair
- Cards and Specialty Gifts
- Cleaners
- Clothing Boutiques
- Computers
- Cosmetics
- Dive Shops
- Florists
- Furniture
- Grocers / Convenience
- Hair Salons
- Hardware
- Jewelers
- Pharmacy

4.2.2 Retail Demand

The chart below illustrates the total demand for specific goods and services, in dollars and square footages of space, within the three designated "trade areas" in, and around, the Town of Lauderdale-by-the-Sea:

Table 4-1 Square Footage Potentials
Town of Lauderdale-by-the-Sea

CATEGORY	ANNUAL HOUSEHOLD EXPENDITURES						TOTAL EXPENDITURES TRANSLATED INTO S/F		
	1-MILE RADIUS		3-MILE RADIUS		5-MILE RADIUS		1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
	Household	Total	Household	Total	Household	Total			
Grocery Items	4,159	23.5 M	4,132	184.6 M	4,087	391.3 M	79,902	627,656	1,330,454
Food Away from Home	5,156	29.2 M	4,371	156.8 M	4,100	392.5 M	109,535	426,342	1,067,214
Alcohol - At Home	931	5.3 M	740	33.1 M	679	65.1 M	19,080	119,159	234,358
Personal Care Products	928	5.3 M	799	35.7 M	776	74.3 M	22,083	148,750	309,583
Household Equipment	4,180	23.6 M	2,854	127.5 M	2,491	238.5 M	122,279	660,621	1,235,751
Women's Apparel	1,417	8.0 M	1,054	47.1 M	975	93.4 M	21,635	127,379	252,596
Men's Apparel	907	5.1 M	676	30.2 M	634	60.7 M	13,792	81,674	164,160

Town Master Plan for Lauderdale-by-the-Sea
"Preserving the Best of Times"

Children's Apparel	520	2.9 M	404	18.0 M	403	38.6 M	11,788	73,170	156,910
Unisex Footwear	428	2.4 M	345	15.4 M	334	32.0 M	9,486	60,874	126,492
Entertainment (Sports, etc.)	4,351	24.6 M	3,129	139.7 M	2,828	270.7 M	82,000	465,666	902,333
Home Improvements	2,367	13.4 M	1,620	72.4 M	1,408	134.7 M	58,661	316,946	589,677
Vehicle Maintenance	2,950	16.7 M	2,485	111.0 M	2,354	225.4 M	94,886	630,681	1,280,681
Health Care and Supplies	3,844	21.7 M	3,061	136.7 M	2,816	269.6 M	64,776	408,059	804,776
Pet Care and Expenses	309	1.7 M	249	1.1 M	224	21.5 M	8,212	5,314	103,864

Source: Claritas Direct Marketing Information

4.2.3 Retail Potentials

The information contained in this section is intended to illustrate the potential "capture rate" for specific goods and services within the Lauderdale-by-the-Sea "trade areas". Determining the potential "capture" will help to establish the unmet retail demand that the commercial core in Lauderdale-by-the-Sea can satisfy.

A "capture rate" is defined as the total dollar amount that a community can expect its residents to spend locally on a particular good or service. For example, a capture rate for Women's Apparel in the 5-Mile Radius Trade Area is a percentage of the total dollar amount that local residents spend on women's apparel that they actually spend within the trade area boundaries.

A national standard capture rate for retail goods and services is 20%. One can reasonably expect that the primary trade area (1-Mile Radius) can "capture" twenty (20) cents of every dollar that people spend on goods and services within that specific community. The difference between the existing retail square footage and the total supportable square footage equals new retail and service opportunity. More conservatively, secondary trade areas (the 3-Mile and 5-Mile Radius, respectively) can typically capture just 2% of the retail potentials within a project study area.

The table on the following page illustrates what service and retail opportunities exist in the Town of Lauderdale-by-the-Sea, based on supportable square footages for a variety of retail and service categories.

Table 4-2 Existing Capture Rate and New Retail/Service Potentials
 Town of Lauderdale-by-the-Sea

	1-Mile Radius (20%)	3-Mile Radius (2%)	5-Mile Radius (2%)	Translation to Supportable S/F (1-Mile Radius)	Translation to Supportable S/F (3-Mile Radius)	Translation to Supportable S/F (5-Mile Radius)	TOTAL Supportable S/F
Grocery Items	4.7 M	3.7 M	7.8 M	15,980	12,580	26,520	55,080
Food Away from Home	5.8 M	3.1 M	7.9 M	21,757	11,628	29,634	63,019
Alcohol at Home	1.1 M	662,000	1.3 M	3,971	2,389	4,693	11,053
Personal Care Products	1.1 M	714,000	1.5 M	4,583	2,975	6,250	13,808
Household Equipment	4.7 M	2.6 M	4.8 M	24,352	13,471	24,870	62,693
Women's Apparel	1.6 M	942,000	1.9 M	4,327	2,547	5,138	12,012
Men's Apparel	1.0 M	604,000	1.2 M	2,704	1,633	3,245	7,582
Children's Apparel	580,000	360,000	770,000	2,357	1,463	3,130	6,950
Unisex Footwear	480,000	308,000	640,000	1,897	1,217	2,529	5,643
Entertainment	4.9 M	2.8 M	5.4 M	16,333	9,333	18,000	43,666
Home Improvements	2.7 M	1.4 M	2.7 M	11,820	6,128	11,820	29,768
Vehicle Maintenance	3.3 M	2.2 M	4.5 M	18,750	12,500	25,568	56,818
Health Care & Supplies	4.3 M	2.7 M	5.4 M	12,835	8,059	16,119	37,013
Pet Care and Expenses	340,000	22,000	430,000	1,642	106	2,077	3,825
TOTAL	\$37.9 M	\$22.9 M	\$47.7 M	143,308	86,029	179,593	408,930

Source: Claritas Direct Marketing Information and Dollars and Cents of Shopping Centers 2002

The table above shows that approximately 408,930 square feet of retail space (in the designated categories), could be captured, and supported, in the Town of Lauderdale-by-the-Sea.

4.2.4 Commercial Revitalization Conclusions

The following section includes a summary and conclusions of data examined as part of the Market Feasibility Study for the Town of Lauderdale-by-the-Sea.

- The difference between existing retail square footage (375,000 s/f) and potential supportable retail square footage (408,930 s/f) is minimal, with approximately 35,000 s/f of new retail space available for further retail expansion
- Due to the small amount of new retail space that could be feasibly supported in the Town's commercial core, the Town should focus on attracting **QUALITY** retail developments, as opposed to attracting a higher **QUANTITY** of retail development
- Large-scale commercial businesses could not be reasonably supported in the Town, and therefore the Town should focus on attracting small-scale specialty stores, high-end boutique retail and quality "niche" markets, directed at meeting the needs of the local residents and tourists
- Based on the findings of the Market Feasibility Analysis, and national retail trends, new high-end retail and services that could be realistically supported in the Town of Lauderdale-by-the-Sea, include, but are not limited to the following:
 - Bookstore and Coffee Bar
 - Specialty Home Furnishings
 - Day Spa
 - Personal Health and Beauty Products
 - Wine Bar and Boutique

4.3 Organizational Approach to Revitalization

An organizational approach is important to any downtown revitalization effort for a number of reasons. In addition to providing a framework for action through formation of a committee or group charged with revitalization activities, a formal organization gives the revitalization effort credibility with local stakeholders and governments. In addition, an organization provides a group of individuals a way to raise, save and spend money. Perhaps the most important reason to form an organization for downtown revitalization is that it can provide access to funding and technical assistance from government agencies. These forms of assistance are typically unavailable to individuals, but are made widely available to not-for-profit organizations and local governments and quasi-governments. These are sources like the Visit Florida advertising matching grants program for tourism development.

Downtown revitalization requires commitment and passion on behalf of more than one individual. Some of the options described in this section are not necessarily mutually exclusive, and some are more or less expensive or work intensive for downtown stakeholders than others. As with all ventures, the results gleaned will be equal in proportion to the effort invested in sowing and tending the seeds of revitalization.

Among the many options for organizing for downtown revitalization are five main approaches that could be used by the downtown merchants and property owners of Lauderdale-by-the-Sea. They are:

- Form an independent downtown business association, incorporate and seek non-profit designation
- Form a committee or special interest group under sponsorship of the Chamber of Commerce
- Organize a Business Improvement District
- Create a Community Redevelopment Agency
- Seek designation as a participant within a larger statewide program

Downtown Business Association

Organizing and operating a successful volunteer downtown business organization can be difficult for merchants or property owners. However, the ability to found and maintain an organization independent of other existing organizations has several advantages. First, it creates and preserves a separate identity for the association; second, because it is a strictly volunteer effort, more resources are directed into programming because overhead can be very low. In this model, merchants and property owners form an organization, elect or appoint a board of directors and set a membership fee. Volunteer legal services are usually sought for preparation and submittal of an application for 501(c) 3 not-for-profit status from the Internal Revenue Service. These organizations usually have two main activities: funding cooperative advertising for events and special promotions and holding regular meetings with speakers on topics of interest to downtown merchants and stakeholders.

Chamber of Commerce

The option of organizing under the aegis of the Chamber of Commerce has the potential to be the least work intensive for downtown stakeholders and as a result, can fail to raise the level of commitment that is necessary to carry out a successful downtown revitalization program. This approach is most successful when there is a high level of commitment from an individual or group combined with the commitment of the Chamber to see the program through. A benefit of this option is that it can be the least expensive to organize and maintain. The Chamber will require that participants become members of the Chamber if they are not already; an additional fee for membership in this special area can help defray the chamber's expense associated with the organization. These can include office space, meeting space, refreshments, duplication, mailing and staff time. Because Chamber of Commerce professional staff already have the skills necessary to create marketing and advertising programs and membership drives, the "learning curve" can be quite manageable. However, staff may want to learn more about aspects of downtown development and promotion and how they differ from regular Chamber activities. The commitment of the Chamber to provide staff time and resources combined with the commitment of funds and volunteer time are key elements of success.

Business Improvement District

Under Florida State Law, a neighborhood or district can come together to self-fund a downtown revitalization effort. These are called Business Improvement Districts, Neighborhood Improvement Districts and Special Assessment Districts. The most popular is the Business Improvement District (BID). The BID is a financing and organizing tool used by property owners to tax themselves to fund special projects and programs.

The BID is organized through formal agreement among property owners in an identified area or district that they will agree to come together to assess themselves to fund priorities. The assessment is collected by the local taxing jurisdiction, in this case the Town, and returned to the BID. A formal Board of Directors is elected and a plan put in place for expenditure of the funds.

Utilization of BIDs has been successful around the nation for a variety of downtown revitalization purposes, including tourism development, façade improvements, security, infrastructure, promotions, special events, etc. The amount raised is dependent entirely upon the agreement of the local stakeholders. It is also appealing because it collects its funding from the broadest possible base. The two models above, the Chamber and Downtown Business Association examples, depend upon the volunteer participation of stakeholders. As a result, it is inevitable that some merchants derive benefit without having contributed to the program. This can be a source of frustration and divisiveness within the downtown community. On the other hand, the Business Improvement District collects from all property owners within the designated district. Owners who lease their buildings generally pass this assessment along to their tenants through rent.

Community Redevelopment Agency

The Community Redevelopment Agency (CRA) option is a problematic one for downtowns because it involves utilization of tax increment financing (TIF) to fund improvements and programs. The success of CRAs depends upon an increase in real property tax collections. These are quasi-governmental agencies that raise funds through dedication of a portion of the increase in real property tax collections raised by a project or program.

Designation of the CRA is subject to certain conditions, among them a declaration of necessity, development of an official plan that is consistent with the local comprehensive plan and then establishment of a trust fund. The increment can be used immediately or banked for future use. It cannot be used for general government purposes. A board appointed to manage the CRA is created by and generally comprised of representatives of local government.

Larger Statewide Programs

Another option for Lauderdale-by-the-Sea is to seek to participate in a state-sponsored redevelopment program. There are two such programs in Florida, Florida's Main Street Program, an historic preservation program is part of the National Trust for Historic Preservation's National Main Street Program; and Waterfronts Florida, a revitalization program based on the Main Street Model developed by the Florida Division of Coastal Management and supervised by the Florida Department of Community Affairs. Both programs require communities to seek designation for participation in competition with other communities. The Waterfronts program designates three communities every two years; the Main Street program designates based on the available funding and quality of the applicant pool.⁵ Neither of these programs offers much in the way of financial incentive — the Main Street program provides up to \$10,000 in reimbursement for direct expenses and both require enormous investment of time, money and commitment on the behalf

⁵ In 2003, funding was available to designate three communities, but only one was chosen.

of the local stakeholders. Both programs require a full-time manager be hired and provided with office space and equipment. Support is crucial as well; under the Main Street model, committees are formed to address four basic revitalization areas: Design, Operations, Promotions and Economic Restructuring. The Waterfronts program requires the formation of one committee to take on most of the work of revitalization.

Communities that are successful in gaining designation under these programs receive intense amounts of technical assistance and training over the course of several years⁶ designed to build local capacity for planning, implementing and sustaining revitalization. Both programs require a large local commitment of time and money. However the results they claim are impressive. The National Main Street Program reports a return of \$40 reinvested for every \$1 invested operating a Main Street program. The Waterfronts program, started in 1997, has helped communities implement sustainable, environmentally sound revitalization projects in Vilano Beach and Panacea, where three projects have received \$350,000 in grants and donations. These two programs are not mutually exclusive: Vilano Beach is a participant in both. In addition, many Main Street communities have BIDs, CRAs, downtown merchant associations and chambers active in downtown revitalization.

For Lauderdale-by-the Sea, to participate in the Main Streets program, it would have to make a case that the character of the entire town is an historic resource. The intent of the program is primarily to revitalize communities that have buildings that are more than 50 years old that are eligible for preservation. However, the program has wrestled with the community character issue in the past - with Vilano Beach

⁶ Two years for the Waterfronts program, three for the Main Street program

5.0 Making the Plans Realities

In order for the Town of Lauderdale-by-the-Sea Master Plan to achieve its goals and objectives, and for the vision of the community to become a reality, the Master Plan must be a "living document" that is used and followed, on a regular basis. In order to assist the Town in implementing the projects and developments proposed in the Master Plan, a series of recommendations, and a phasing plan for implementing the recommendations, has been developed. In addition, potential funding sources to assist in the realization of the Master Plan have been identified and broken down into a number of sub-categories.

5.1 Recommendations

The following recommendations outline a step-by-step approach to implementing the major elements defined in the Master Plan for Lauderdale-by-the-Sea. Recommendations have been divided into subcategories, including: Capital Projects, Administrative Actions and Economic Recommendations. A matrix has been included to provide an overview of the recommended projects and actions, project purpose, location, estimated development costs and an estimated timeframe for development.

All costs outlined in these preliminary estimates:

- *are capital costs for construction of the proposed project;*
- *do not include acquisition costs for privately owned land parcels;*
- *do not include demolition or environmental costs;*
- *are subject to a 25% contingency and consulting fees;*
- *are general estimates only and should be re-evaluated in the design development process.*

5.1.1 Capital Projects

Gateway Development

The Town should further examine the potentials for developing gateways at three arrival locations in the Town, at the northern, southern and western Town boundaries specifically. Further design studies and detailed design development drawings would be required prior to construction. Potential amenities and design attributes are described in the Master Plan and are subject to change after further design studies are completed. The gateway development will promote the unique identity of the Town and distinguish one's entry into Lauderdale-by-the-Sea.

ESTIMATED COSTS: Approximately \$250,000 - \$310,000 per gateway
TIMEFRAME: 2 years

Neighborhood Waterfront Access Park

A Neighborhood Waterfront Access Park, with green space, transient dockage and a waterway promenade should be developed at the corner of SE 15th Street. A study should be undertaken by the Town to determine the feasibility of this site for these uses, as well as for detailed design and working drawings. The Waterfront Access Park would create a residential neighborhood destination and provide for waterborne access between the northern residential neighborhoods and the Intracoastal Waterway.

ESTIMATED COSTS: Approximately \$220,000 - \$275,000
TIMEFRAME: 5 years

Residential Streetscape Improvements

The Town should continue their current efforts to improve the quality and availability of streetscape amenities and quality-of-life features on single-family residential streets in both the northern and southern residential neighborhoods within the Town. These efforts should include the burying of overhead wires, the continuation of sewer and water service to all residences and the integration of streetscape amenities, such as sidewalks and street trees. Each project will be subject to its own individual study and design costs, based on the size and magnitude of the project, and the specific improvements that will be completed.

ESTIMATED COSTS: Not Applicable - Varies Project to Project
TIMEFRAME: On-Going

Beach Access Improvements

The Town should undertake a design study to enhance the two, existing public beach access entry points and linkages in the northern area of the Town. The entry points are currently hard to locate, as they do not have any highly distinguishable features. Construction features at the entry points should include improved signage, street furniture, lighting and safety elements. The beach access linkages should connect at the beach with the Beach Promenade, creating continuous waterfront linkages and relationships.

ESTIMATED COSTS: Approximately \$100,000 - \$125,000 per access point
TIMEFRAME: 2 years

Beach Promenade (North of Pine Avenue, South of Pine Avenue)

In order to promote continuous circulation and access along the waterfront, for all users and age groups, the Town should begin to work with private property owners and federal, state and local agencies and organizations to begin design development and construction of a Beach Promenade. Detailed design features, building materials and features should be determined as working drawings are prepared. The Town should consider a means to require waterfront properties to develop the promenade, as parcels are redeveloped.

ESTIMATED COSTS: Approximately \$2,500,000 - \$2,750,000 North of Pine Avenue
 Approximately \$1,800,000 - \$2,100,000 South of Pine Avenue
TIMEFRAME: 2 - 10 years

Parking Garages

The Town should undertake a detailed parking study and analysis to determine current parking demands, current revenues generated, future parking needs based on likely build-out scenarios and cost estimates for different types of parking facilities. Upon completion of the parking study, the Town might choose to consider the construction of one, or more parking garages in the Town. Potential locations for parking structures have been identified in the Master Plan. Parking structures would help to alleviate the impacts of on-street parking and could function as Intermodal Centers, as well as centers for Town services, including police and fire.

ESTIMATED COSTS: Approximately \$4,500,000 - \$5,000,000 for each parking structure
TIMEFRAME: 5 - 7 years

El Prado Development

The Town should obtain the assistance of a design and landscape architecture professional to create detailed design concepts and working drawings for El Prado, which incorporate the design concepts and site features contained within the Master Plan.

ESTIMATED COSTS: Approximately \$3,500,000 - \$3,800,000
TIMEFRAME: Immediate - Land Acquisition and Design
 5 years - Construction

Town Hall Expansion

The Town should continue their efforts to develop a new Town Hall Complex, including the relocation of emergency services off of the existing Town Hall site. The Town should work with a registered architect and landscape architect to develop plans for a Town hall Complex that integrate the principles outlined within the Master Plan, including maintaining an open view shed from the Municipal Park through to the waterfront, and adding additional community features, such as a community center and senior center.

ESTIMATED COSTS: Approximately \$2,500,000 - \$2,750,00
TIMEFRAME: Immediate - Design
 2 years - Construction

Barrier Island Interpretive Center

A detailed economic feasibility study and analysis should be completed for the site at the east corner of El Mar and Commercial, adjacent to the Pier. The feasibility study should focus on the potentials for the redevelopment of the site as a dive center, welcome center and interpretive facility, as detailed in the Master Plan. The successful implementation of the Barrier Island Interpretive Center would create a unique, signature development and tourism catalyst within the Town. The potentials for the redevelopment of the Pier (and its acquisition), surrounding land acquisitions and the possibility of developing an underwater park should be closely analyzed and considered.

ESTIMATED COSTS: Approximately \$4,000,000 - \$4,300,000

TIMEFRAME: 4 - 7 years

Pedestrian Mall

The Town should close Commercial Boulevard east of A1A to the ocean for use by pedestrian traffic only. Over time, signature features, such as a fountain, specialty paving materials and street furniture should be added to enhance the aesthetic quality of the public realm. Higher-end retail establishments and restaurants should be marketed to, for future location at the pedestrian mall. A façade improvement program, tied to a set of design criteria, should be implemented to ensure the compatibility of building faces and to preserve the desired design quality.

ESTIMATED COSTS: Approximately \$1,000,000 - \$1,250,000

TIMEFRAME: Immediate - Road Closing
 2 - 8 years - Streetscape Improvements

Pedestrian Alleys

The Town should begin to implement an on-going project aimed at enhancing pedestrian alleyways in the Town. The Town may initiate the project by approaching building owners, with properties that abut the alleys, and asking them to clean-up any existing debris or garbage that is currently in the alley space. Incentives could be offered to those property owners who not only clean-up existing debris, but make improvements to the rear facades of their buildings. As Town money becomes available, public enhancements could be added over time, including sidewalks, roadway improvements, street amenities, lighting and furniture.

ESTIMATED COSTS: Approximately \$1,500,000 - \$1,700,000

TIMEFRAME: Immediate - General Clean-Up
5 - 10 years - Construction

Commercial Boulevard Enhancements

The Town should work with existing and potential future businesses along Commercial Boulevard to enhance facades, implementing design standards to ensure a high standard of building design and consistency. The addition of streetscape amenities, removal of street parking and the construction of a pedestrian promenade should be further studied and detailed design and working drawings should be prepared prior to construction.

ESTIMATED COSTS: Approximately \$3,000,000 - \$3,350,000

TIMEFRAME: 2 - 7 years

Pedestrian Linkage from Commercial to Basin Drive

Upon the completion of the redevelopment of Basin Drive the Town should negotiate with designated existing property owners on Commercial Boulevard to purchase, and subsequently demolish, the required number of buildings to construct a pedestrian linkage from Commercial Boulevard to Basin Drive.

ESTIMATED COSTS: Approximately \$100,000 - \$175,000

TIMEFRAME: 5 years

Basin Drive Redevelopment

The Town should complete design development and working drawings for the redevelopment of Basin Drive, including streetscape enhancements, the opening of the Silver Shores Waterway for public access, transient docks and a waterway promenade.

ESTIMATED COSTS: Approximately \$1,000,000 - \$1,275,000

TIMEFRAME: 2 - 7 years

Pedestrian Walkway

A pedestrian walkway should be developed along the Intracoastal Waterway to improve access opportunities along the Waterway. Detailed feasibility and design studies should be undertaken to determine safety issues, materials and special considerations.

ESTIMATED COSTS: Approximately \$100,000 - \$175,000

TIMEFRAME: 3 years

Water Taxi Access

The Town should work with existing water taxi carriers in Southern Florida to determine the possibility of expanding existing service to Lauderdale-by-the-Sea via the Intracoastal Waterway, or developing a new service that includes Lauderdale-by-the-Sea. Once a carrier and route is determined the Town should work with the carrier to develop a water taxi docking station west of Tradewinds Avenue on the Intracoastal Waterway.

ESTIMATED COSTS: Not Applicable - Private Carrier
TIMEFRAME: Immediate - Negotiate with Water Taxi Carriers
1 -2 years - Service

El Mar Drive Enhancements

Detailed design development and working drawings for the reconfiguration of El Mar Drive should be prepared, with actual construction completed in a phased, block-by-block approach. Enhancements, as described within the Master Plan, should be incorporated to the greatest extent possible in the detailed design phase of the project.

ESTIMATED COSTS: Approximately \$6,000,000 - \$9,000,000 for entire length of road
TIMEFRAME: Immediate - Design
2 -10 years - Construction

5.1.2 General Recommendations

Revise Existing Zoning Code, including Design Standards

The Town, in order to incorporate the recommendations and projects within the Master Plan, should revise their existing zoning code. The purpose of the rewriting would increase flexibility in development, while ensuring the maintenance of desirable land uses and building heights.

In order to create an attractive waterfront and downtown core, design standards should be implemented at select locations in the Town that coordinate with the desired architectural themes and character, whether it be Mediterranean, 1950's Art Deco or historical design from the 1920's. Different "character areas" are defined within the Master Plan and should be used as the basis for the development of Design Standards that are consistent with the Plan's recommendations.

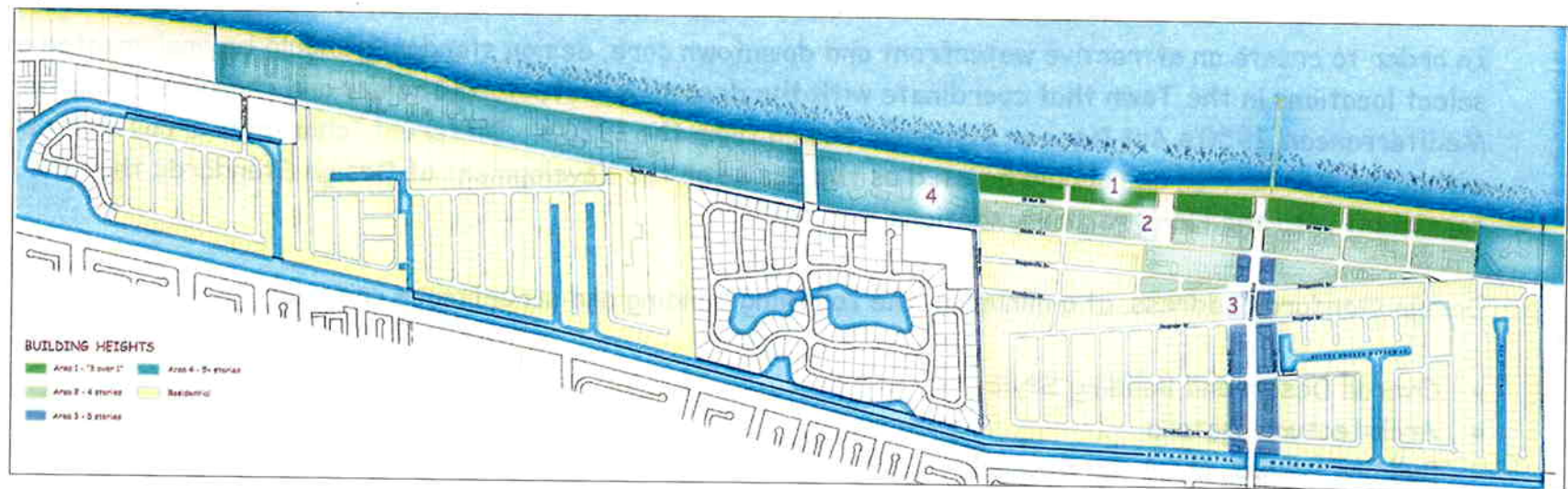
Design standards address, at a minimum, the following building and streetscape criteria:

- Overall Design and Building Style
- Architectural Details
- Building Height, Mass and Setback
- Site and Building Orientation
- Window Coverage
- Signage
- Lighting
- Landscaping
- Screening and Buffering
- Access
- Relationship to Street and Waterfront

Building Heights

Building heights should vary throughout the Town, based on the existing and desirable quality and traits of each specific "character area". The following tables outlines recommended building heights for the Town:

Figure 5-1 Proposed Building Heights
 Town of Lauderdale-by-the-Sea

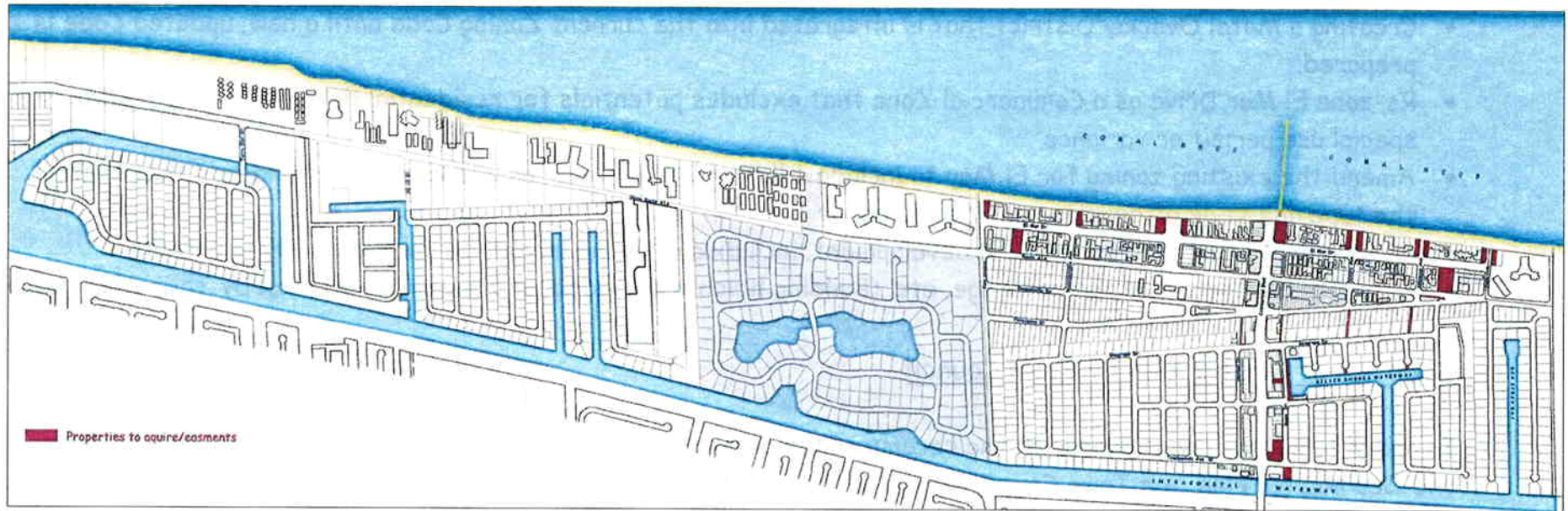


Location	Recommended Building Heights
El Mar Drive On the east (ocean) side of the street	"3 Over 1", maximum height of 44'-0"
El Mar Drive On the west (land) side of the street	4 Stories, maximum height of 44'-0"
State Route A1A On both the west and east	4 Stories, maximum height of 44'-0"
Commercial Boulevard From the Bridge to Bougainvillea Drive	5 Stories, maximum height of 55'-0"

Town-Wide Land Acquisitions

In order to implement the proposed projects and actions identified in the Master Plan, the Town should acquire specific parcels, as land becomes available. The parcels of the highest priority for Town acquisition and redevelopment are identified on the following map:

Figure 5-2 Land Acquisition Plan
Town of Lauderdale-by-the-Sea



Promote Motel / Resort Development Along El Mar Drive

The Town should encourage the continued revitalization and redevelopment of motels and resorts along El Mar Drive. Recent trends have begun to show a growing interest for residential development along El Mar Drive, which could adversely alter the existing and desirable character of the streetscape, and the Town as a whole. The Town should determine an appropriate method for ensuring that motels and resorts remain the most prominent land use along El Mar Drive and begin to implement the determined method. Three potential alternatives for preserving El Mar Drive as a tourist-oriented waterfront streetscape, with motel and resort uses, include:

- Creating a Motel Overlay District that is integrated into the current Zoning Code until a new, updated Code is prepared;
- Re-zone El Mar Drive as a Commercial Zone that excludes potentials for residential development without a special use permit or variance;
- Amend the existing zoning for El Mar to include a list of limited uses, as well as design standards that control the type and style of development / building; or
- Include provisions for flexibility in development, including offering incentives for flexibility in parking requirements, setbacks, lot coverage, etc. (Building heights excluded, as they are controlled by Town Charter)

Adoption of Master Plan by Town Council

In order to ensure compliance with the recommended projects and actions outlined in the Town of Lauderdale-by-the-Sea Master Plan, the Town Council should adopt the Master Plan, and all of the incorporated recommendations, signifying a unified vision for the future development and revitalization of Lauderdale-by-the-Sea.

Portal Design

As beach portals, located at the beach terminus of all east-west roadways in the Town, are designed and constructed, the Town should consider implementing the following design principles:

- Portals should be naturalized to reflect the natural character of the beach and environment of the Town
- Each portal should have its own, unique design theme
- Portals should be designed in a manner that will allow them to connect to the Beach Promenade

Portal Land Acquisitions

As parcels, adjacent to any of the existing beach portals, become available for purchase, the Town should acquire the lands and make the land available for public use and access, effectively expanding the size of the portals.

Establish a Downtown Business Association

The Lauderdale-by-the-Sea business downtown community needs to assess the support for downtown revitalization by forming a Downtown Business Association (DBA). This will allow them to take the first steps toward revitalization while building excitement and anticipation for the things that can be accomplished through a revitalization effort. Although the focus is on the downtown business community, membership should be open to all interested and sympathetic parties. Some DBA's establish a two-tiered membership fee, one for businesses and governments and a lower fee for sympathetic individuals.

Most such downtown organizations begin as small groups of committed business and property owners. After organizing themselves initially - forming a board, appointing officers and establishing a membership fee and a bank for a checking account - associations very often test the waters of support for their efforts by holding regular forums. These forums can be held before or after shop hours. They often feature speakers knowledgeable on subjects relative to the revitalization effort and municipal support for the effort. Speakers can include experts from local, county and state government, representatives from successful downtowns, experts from Florida Main Streets, etc.

Through the series of forums the DBA can build support for and membership in its organization. The forums also allow members and interested others to educate themselves about the options that are available to them in their efforts, what kinds of downtown revitalization activities they may be interested in pursuing more than others and to build support for long-range goals. A downtown BID is a long-range goal that requires a lot of support both inside and outside the downtown business community. Building that support is a long and slow process; it should take several years. Support of local government is crucial in this process. A downtown BID is a proven way to fund the amenities the downtown business community sees as important for itself. A BID in Lauderdale-by-Sea would help fund projects the downtown business community has identified as important to its success.

A longer-range goal for downtown Lauderdale-by-the-Sea is participation in Florida Main Streets or Waterfronts Florida or both. Both programs require a competitive application process and the best-prepared communities have been working in a committee structure for downtown revitalization for an extended period of time before making formal application. Leaders from both organizations can be available for pre-application consultation and informational sessions.

The independence offered to the downtown business community by founding its own DBA and building capacity on its own for strategic planning and implementation can help Lauderdale-by-the-Sea craft a unique and appealing identity for itself, drawing investment and visitors to participate in the Lauderdale-by-the-Sea downtown "experience."

Create a Marketing Strategy

The Town should work with the local Chamber of Commerce, existing business owners and the newly developed Downtown Business Association to create a marketing strategy for soliciting new businesses into the Town of Lauderdale-by-the-Sea. This may include the production of promotional materials and brochures, hosting site visits and meeting with potential developers and business owners.

5.1.3 Implementation Matrix

The following matrix provides a concise over view of the recommended projects and actions required to successfully implement the Town of Lauderdale-by-the-Sea Master Plan. The matrix includes an overview of the recommended projects and actions, project purpose, location, estimated development costs and an estimated timeframe for development.

Project Overview	Purpose	Location	Estimated Costs	Timeframe
Gateway Development	Enhance and beautify entry points into the Town	Northern, Southern & Western boundaries	\$250,000 - \$310,000 per gateway	2 Years
Neighborhood Access Park	Create a neighborhood destination and water access	SE 15 th Street	\$220,000 - \$275,000	5 Years
Residential Streetscape Improvements	Improve the quality-of-life for residents of the Town	All primary residential streets	Varies	On-Going
Beach Access Improvements	Enhance beach access points and linkages	Northern section of the Town	\$100,000 - \$125,000 per access point	2 Years
Beach Promenade	Create continuous waterfront access	Entire length of Town along the beach	+/- \$5,300,000	2 - 10 Years
Parking Garages	Centralize and focus parking areas in the Town	Designated locations	+/- \$4,500,000	5 - 7 Years
El Prado Development	Create waterfront community gathering area	At corner of El Prado and El Mar Drive	+/- \$3,700,000	5 Years
Town Hall Expansion	Develop Town Hall Complex with new facilities	At existing Town Hall location	+/- \$2,500,000	2 Years
Barrier Island Interpretive Center	Create a signature development & tourism catalyst	Corner of Commercial and El Mar Drive	+/- \$4,000,000	4 - 7 Years
Pedestrian Mall Development	Create pedestrian-only circulation space	Commercial Blvd. east of State Route A1A	+/- 1,000,000	2 - 8 Year

Project Overview	Purpose	Location	Estimated Costs	Timeframe
Pedestrian Alleys	Develop existing Alleyways into desirable public space	Rear facades of Commercial Boulevard	+/- 1,500,000	5 - 10 Years
Commercial Blvd. Enhancements	Promote Commercial as a high-end regional shopping destination	Commercial Boulevard	+/- 3,000,000	2 - 7 Years
Pedestrian Linkage	Mid-block Connection between Commercial and Basin Drive	Commercial Boulevard and Basin Drive	\$100,000 - \$175,000	5 Years
Basin Drive Redevelopment	Redevelopment of Basin Drive with water access	Basin Drive	+/- 1,200,000	2 - 7 Years
Pedestrian Walkway	Create waterfront access along the Intracoastal Waterway	Intracoastal Waterway	\$100,000 - \$175,000	3 Years
Water Taxi Access	Create a waterborne public transportation alternative	Intracoastal Waterway	Not Applicable	1 - 2 Years
El Mar Drive Enhancements	Enhance and Reconfigure El Mar Drive for pedestrians	El Mar Drive	\$6-9 Million	2 - 10 Years
Revise Existing Zoning Code	Update Zoning Code to incorporate Design Standards	Not Applicable	\$125,000	Immediate
Portal Design Principles	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Building Height Adjustments	To include provisions for changes to building heights	Not Applicable	Not Applicable	Immediate
Portal Land Acquisition	Acquire land adjacent to existing beach portals	At all beach portals	Varies	Not Applicable
Form a Downtown Business Association	To focus business improvement efforts	Not Applicable	\$5,000	Immediate
Create Marketing Strategy	To market and attract desirable businesses	Not Applicable	\$75,000	Immediate

5.2 Implementation Strategy and Phasing Plan

Developing a Phasing Plan for the recommended projects and actions breaks the various elements into manageable pieces and is intended to stimulate maximum private money and investment into the development process. The following projects have been prioritized, in order of importance, as determined by input from the residents and decision-makers of Lauderdale-by-the-Sea, as well as their potential to generate additional private interest and investment in the Town. Each priority project has been broken into smaller-scale projects, with associated estimated costs, that may be phased into the Town's Capital Improvements Program over a number of budget/fiscal years. Outside financial resources have also been identified for each project. The Town may apply for these sources of financial assistance to support the implementation of the projects, which are described in further detail in Section 5.3 - Potential Funding Sources.

Priority Project 1 - El Prado Development

	TASK	PROPOSED COST
Phase 1	Negotiations with Property Developers	N/A
Phase 2	Detailed Design Work	\$80,000
Phase 3	Preparation of Working Drawings	\$250,000
Phase 4	Construction Costs	\$3,500,000
TOTAL PROJECT COST		\$3,830,000

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along El Prado

Florida Communities Trust for the State acquisition of community-based coastal lands, open spaces and greenways to ensure the preservation, protection and maintenance of valuable land in the State of Florida

Florida Recreation Development and Assistance Program for the development of land for public outdoor use, including the development of trails and outdoor spaces

Priority Project 2 - Beach Promenade (South of Pine Avenue to Town border)

	TASK	PROPOSED COST
Phase 1	Land and Easement Acquisition	N/A
Phase 2	Detailed Design Work	\$50,000
Phase 3	Preparation of Working Drawings	\$130,000
Phase 4	Construction Costs	\$2,100,000
TOTAL PROJECT COST		\$2,280,000

Potential Outside Funding Sources:

Flood Protection Corridor Program for the purpose of flood control prevention, the preservation of wildlife values through restoration and administration

Florida Forever for the acquisition of lands to increase public access to natural resources (ie. the beach and Atlantic Ocean) and public land management

Florida Greenways and Trails Acquisition Program for the acquisition of lands to be turned into greenways and trails

Florida Recreation Development and Assistance Program for the development of public outdoor recreation projects and recreational trail systems, such as a multi-use promenade along the beach in Lauderdale-by-the-Sea

Land and Water Conservation Fund Grants for the construction of recreation facilities, trails and greenways

Public Educational Exhibit Museum Grant for use in the development of exhibitions on the history of Florida, including interpretive panels on the natural evolution of the environment, to be placed at intervals along the beach promenade

Recreation Trails Program for the development and maintenance of recreation trails and trail-related facilities

Environmental Education International Paper Company Foundation for the development of interpretive, outdoor learning stations along the promenade, focused on air and water quality

Marine Turtles Grant for projects that aid in the conservation of marine turtles and their habitats

National Fish & Wildlife Foundation for projects that promote natural wildlife conservation and wildlife habitats

Priority Project 3 - El Mar Drive Enhancements

	TASK	PROPOSED COST
Phase 1	Detailed Design Work	\$150,000
Phase 2	Preparation of Working Drawings	\$600,000
Phase 3	Construction Costs*	\$7,500,000
TOTAL PROJECT COST		\$8,250,000

* Could be further broken down (phased) into one block increments

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along El Mar Drive

Community Development Block Grant Program for improvements to community streets, utilities and public facilities along El Mar Drive that promote economic development

Florida Forever for the acquisition of lands to increase public access to natural resources (ie. the beach and Atlantic Ocean) and public land management

Florida Greenways and Trails Acquisition Program for the acquisition of lands to be turned into greenways and trails

Land and Water Conservation Fund Grants for the construction of recreation facilities, trails and greenways

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facility and infrastructure projects

Transportation Enhancements for projects that include transportation enhancements such as pedestrian and bicycle facilities and safety

Priority Project 4 -Development of Gateway at western Town border (Commercial Boulevard)

	TASK	PROPOSED COST
Phase 1	Site Acquisition	Variable
Phase 2	Detailed Design Work	\$15,000
Phase 3	Preparation of Working Drawings	\$20,000
Phase 4	Construction Costs	\$300,000
TOTAL PROJECT COST		+\$335,000

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control at gateways into the Town

Community Development Block Grant Program for improvements to community streets, utilities and public facilities

National Endowment of the Arts Design Competition for hosting a national design competition for the design of a "signature" Town gateway

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facility and infrastructure projects

Transportation Enhancements for projects that include transportation enhancements such as pedestrian and bicycle facilities and safety

Priority Project 5 - Parking Garage on Commercial Boulevard

	TASK	PROPOSED COST
Phase 1	Conduct Parking Analysis to Determine Need in Community	\$25,000
Phase 2	Complete Feasibility Analysis for Parking Garage Construction	\$25,000
Phase 3	Site Acquisition, once preferred site is determined	Variable
Phase 4	Detailed Design Work	\$100,000
Phase 5	Preparation of Working Drawings	\$350,000
Phase 6	Construction Costs	\$4,500,000
TOTAL PROJECT COST		+\$5,000,000

Potential Outside Funding Sources:

Community Development Block Grant Program for improvements to community streets, utilities and public facilities

National Endowment of the Arts Design Competition for hosting a national design competition for the design of a "signature" parking garage in the Town of Lauderdale-by-the-Sea

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facility and infrastructure projects

Priority Project 6 - Pedestrian Mall (Commercial Boulevard) and Barrier Island Interpretive Center

	TASK	PROPOSED COST
Phase 1	Negotiations with Existing Property Owners	N/A
Phase 2	Land Acquisitions, as needed	Variable
Phase 3	Preparation of Working Drawings	\$250,000
Phase 4	Construction Costs	\$3,500,000
TOTAL PROJECT COST		+\$3,750,000

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along Commercial Boulevard Pedestrian Mall

Coral Reef Conservation for projects that prevent reduce degradation of coral reefs and reef habitats

Cultural Facilities Program for the acquisition and construction of cultural facilities, such as the Barrier Island Interpretive Center

Harry Chapin Foundation for community and environmental programs to be held at the Interpretive Center

Land and Water Conservation Fund Grants for the construction of recreation facilities and parks

National Endowment of the Arts Design Competition for hosting a national design competition for the design of a "signature" Barrier Island Interpretive Center

Public Educational Exhibit Museum Grant for the development and presentation of exhibitions on the State of Florida, which may be included in the Barrier Island Interpretive Center

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facility and infrastructure projects

State and Territory Coral Reef Management for the support of projects (Underwater Park) aimed at the conservation and management of coral reef's and associated fisheries

Surdna Foundation Environment Program for projects that promote the beneficial use of natural resources

Priority Project 7 - Basin Drive Redevelopment

	TASK	PROPOSED COST
Phase 1	Negotiations with Existing Property Owners	N/A
Phase 2	Land Acquisition, as necessary	Variable
Phase 3	Detailed Design Work	\$30,000
Phase 4	Preparation of Working Drawings	\$100,000
Phase 5	Construction Costs	\$1,200,00
TOTAL PROJECT COST		\$1,330,000

Potential Outside Funding Sources:

Broward Beautiful for the purpose of beautification and litter control along Basin Drive

Community Development Block Grant Program for improvements to community streets, utilities and public facilities along Basin Drive that promote commercial revitalization and economic development

Florida Forever for the acquisition of lands to increase public access to natural resources (ie. Silver Shores Waterway and the Intracoastal Waterway) and public land management

Florida Greenways and Trails Acquisition Program for the acquisition of lands to be turned into trails

Florida Recreation Development and Assistance Program for the development of public outdoor recreation projects and recreational trail systems, such as a multi-use promenade along the Silver Shores Waterway

Land and Water Conservation Fund Grants for the construction of recreation facilities, trails and greenways

Recreation Trails Program for the development and maintenance of recreation trails and trail-related facilities

Section 108 Loan Guarantee Program for an alternative funding source for large-scale public facility and infrastructure projects

5.3 Potential Funding Sources

There are a number of funding implications associated with implementation of the Town of Lauderdale-by-the-Sea Master Plan. These may include administrative costs associated with local management of the designated projects and actions, capital and revenue costs associated with project implementation and costs related to the on-going and long-term care and maintenance of successfully completed projects.

Designated projects may be covered in the Town's Capital Improvements budget, while other projects will require additional financial support from other sources, outside of general Town revenues. A key element in obtaining money from outside sources is the ability of the Town to provide a local match, which may be in the form of funding, the provision of materials and labor from the Town and the use of volunteer or staff time to provide a monetary equivalent.

There are a number of financial resources available for the acquisition of lands, site improvements, facility development, job creation, economic development, environmental conservation and circulation system improvements, including pedestrian and bicycle networks. Federal, state, local and private funding sources should be considered and combined for maximum benefit to the Town for the implementation of recommended projects and actions.

There are also various other methods that may be implemented in order to obtain funding for public improvements, such as the implementation of Impact Fees. This section of the Master Plan looks at potential funding sources, and alternative means for obtaining funds for Town improvements and enhancements, including an overview of impact fees and the identification and description of local, state and federal funding sources.

5.3.1 Public Funding Sources

The following list of funding opportunities reflects options available for development projects within the Town of Lauderdale-by-the-Sea. The list should not be considered comprehensive, as new funding sources are consistently becoming available and the Town may have knowledge of additional funding resources available to them at any given time. The list provided below, which was compiled by peter j. smith & company, inc., should be considered a sampling of funding alternatives which may be pursued by the Town. Each source includes a description the funding, eligible projects and contact information; the contact should be consulted in order to obtain additional information and to find out the current status of the funding program.

Broward Beautiful Community Grant Program

Description: The intent of this grant opportunity is for the beautification of communities, primarily through litter control. The grant program has been established to provide financial assistance for community clean-up and to bring practical solutions to the aesthetic and solid waste problems that exist in Broward County.

Eligibility: Local governments, businesses, community organizations and neighborhood/civic groups

Awards: Up to \$10,000

Contact: Neil Sterling, Chair of the Broward Beautiful Committee

Community Development Block Grant Program

Description: This program provides eligible municipalities the opportunity to compete for funds to improve local housing, streets, utilities and public facilities. The program may also be used to support "downtown" redevelopment. Applications may be submitted for projects in one of four categories - housing, neighborhood revitalization, commercial revitalization and economic development.

Eligibility: Non-entitlement cities, or cities with a population less than 50,000
Awards: Varies
Contact: US Department of Housing and Urban Development

Cultural Facilities Program

Description: Funding is provided for the acquisition, construction or renovation of cultural facilities, but is not eligible to be used for project planning.
Eligibility: Public entity governed by a county, municipality, school district, community college, college, university, not-for-profit organization or agency of state government
Awards: Ranges up to \$500,000, requires a 2:1 cash match
Contact: Florida Department of State - Division of Cultural Affairs

Flood Protection Corridor Program (FPCP)

Description: Money will be provided for projects that seek to acquire, restore, enhance and protect real property for the purposes of flood control prevention. Fundable activities include flood damage reduction projects in flood corridors, preserving wildlife values through restoration of habitats and paying the costs associated with the administration of projects.
Eligibility: Local jurisdictions and nonprofit organizations
Awards: No specific monetary amount provided
Contact: Bonnie Ross, Project Manager - Flood Protection Corridor Program
Department of Water Resources, Division of Flood Management
1416 Ninth Street, Room 1641, Sacramento CA 95814
(916) 654-3620

Florida Communities Trust

Description: This is a grant program that provides funding to local governments for the acquisition of community-based parks, open spaces and greenways that further outdoor recreation and natural resource protection needs.

Eligibility: Local communities in the State of Florida

Awards: Varies

Contact: Florida Communities Trust
2555 Shumard Oak Boulevard
Tallahassee, FL 32399-2100
(850) 922-2207

Florida Forever

Description: This program is aimed at land acquisition for conservation of natural resources, restoration of damaged environmental systems, water resource development and supply, increased public access to natural resources, public land management and increased protection of natural resources by acquisition of conservation easements.

Eligibility: Local communities in the State of Florida

Awards: Varies

Contact: Florida Department of Environmental Protection - Division of State Lands
3900 Commonwealth Boulevard
Mail Station #140
Tallahassee, FL 32399-3000
(850) 245-2784

Florida Greenways and Trails Acquisition Program

Description: Grants are provided to communities for the acquisition of land for greenways and trails projects.

Eligibility: Municipalities, not-for-profit organizations and individual citizens of the State of Florida

Awards: Varies

Contact: Cindy Radford
Florida Department of Environmental Protection
Office of Greenways & Trails
(850) 488-3701

Florida Recreation Development and Assistance Program

Description: This program provides grants for the acquisition or development of land for public outdoor recreation use. Funds may be used to acquire or develop land for outdoor recreation projects or to construct or renovate recreational trail systems.

Eligibility: Municipal or county governments with the legal responsibility to provide public outdoor recreation options

Awards: Varies

Contact: Florida Department of Environmental Protection - Division of Recreation and Parks
3900 Commonwealth Boulevard
Tallahassee, FL 32399
(850) 488-7896

Land and Water Conservation Fund Grants

Description: The purpose of this grant is to provide "close-to-home" park and recreation opportunities to residents throughout the United States. The grant money may be used to build parks, recreation facilities, trails and greenways.

Eligibility: Communities nationwide

Awards: 50% matching grant - no monetary cap given

Contact: National Park Service

National Endowment of The Arts Design Competition Grant

Description: The purpose of this grant is to stimulate excellence in design in the public realm through the execution of design competitions. All grant moneys received must be used for expenditures directly related to the administration of the design competition. Projects may include, but are not limited to, competitions for museums, schools, performing arts spaces, municipal buildings, waterfronts or transportation facilities. Projects are intended to be of a scope and scale that is of national significance and increases popular awareness of the importance of design in daily life.

Eligibility: Communities nationwide

Awards: No specific monetary amount provided

Contact: Director of Design, National Endowment of the Arts
1100 Pennsylvania Avenue NW, Nancy Hanks Center, Room 726
Washington, DC 20506-0001

Public Educational Exhibit Museum Grant

- Description:** This grant supports the development and presentation of exhibitions on the history of the human occupation of Florida through the use of artifacts, graphics, audiovisual elements, text panels and educational components.
- Eligibility:** Departments or agencies of the state, units of county, municipal or local governments and corporations, partnerships or other organizations.
- Awards:** Awarded in the form of 50/50 matching funds, no monetary cap provided
- Contact:** Florida Division of Historical Resources

Recreation Trails Program

- Description:** This grant program, authorized in 1998 under the Transportation Equity Act for the 21st Century (TEA-21), provides funds to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses, including but not limited to, hiking, bicycling, in-line skating and off-road motorcycling.
- Eligibility:** Communities nationwide
- Awards:** Maximum grant of \$250,000
- Contact:** Office of Greenways and Trails, Department of Environmental Protection
Mail Station #795
3900 Commonwealth Boulevard
Tallahassee, Florida 32399-3000

Section 108 Loan Guarantee Program

- Description:** This program offers local governments a source of financing for economic development, large-scale public facility projects and public infrastructure projects. Sample projects that have been approved in recent years include office buildings, retail stores, public enhancements, hotels and motels, waterfront commercial and recreational development and business incubators.
- Eligibility:** Local governments in the State of Florida
- Awards:** Cap per local government is \$7,000,000 in loan guarantees
- Contact:** Millie Schroeder, Planning Manager - Florida Department of Community Affairs
(850) 922-1885
millie.schroeder@dca.state.fl.us

Special Category Grants

- Description:** This grant money is provided to assist major archaeological excavations, large restoration projects and major museum exhibit projects involving the development and presentation of information on the history of Florida, including interpretive exhibits.
- Eligibility:** Departments or agencies of the state, cities, counties and other units of local government and not-for-profit organizations
- Awards:** \$50,000 to \$350,000 with a local cost share equal to the funds preferred
- Contact:** Florida Division of Historical Resources

State and Territory Coral Reef Management

Description: The purpose of this grant is to support projects aimed at the conservation and management of coral reef's and associated fisheries in jurisdictions, such as Florida.

Eligibility: State, County, City and Town governments

Awards: Matching grants - no specific monetary amount provided

Contact: Department of Commerce - National Oceanic and Atmospheric Administration
Ruby Farrior, Administrative Assistant
(301) 713-0922 ext. 104
Ruby.Bellows@noaa.gov

Transportation Enhancements (TE)

Description: Funds from this grant are designated for transportation enhancement activities, such as pedestrian and bicycle facilities, pedestrian and bicycle safety and education and the conversion of abandoned railroad corridors to trails.

Eligibility: States, local governments and non-governmental organizations

Awards: 80% of total project cost, with 20% paid by the project sponsor

Contact: Federal Highway Administration
<http://www.enhancements.org/>

5.3.2 Private Funding Sources

Coral Reef Conservation

Description: Grants are given to projects that reduce and prevent the degradation of coral reefs and associated reef habitats, reducing impacts from pollution, fishing activities and tourism.

Eligibility: None specified

Awards: No specific monetary amount provided

Contact: www.nfwf.org/programs/coralreef.htm

Environmental Education International Paper Company Foundation

Description: Funds may be used for environmental education programs, particularly those that are focused on using the outdoors as a classroom and air and water quality.

Eligibility: None specified

Awards: No specific monetary amount provided

Contact: Phyllis Epp, Executive Director
(203) 541-8000

Harry Chapin Foundation

Description: Grants are given for community education and environmental programs.

Eligibility: None specified

Awards: Up to \$10,000

Contact: Leslie Ramme, Harry Chapin Foundation
196 East Main Street, Huntington, NY 11743
(631) 423-7558

Marine Turtle Grants

Description: Funds may be requested for conservation, education or research projects that clearly add to the conservation of Florida's marine turtles and do not cause harm to their nests of hatchlings.
Eligibility: Coastal local governments, educational institutions and Florida-based non-profit organizations
Awards: No specific monetary amount provided
Contact: (727) 896-8626

National Fish and Wildlife Foundation

Description: Grants are provided for projects that strive to conserve and restore fish, wildlife and native plants. Grants are awarded to projects that address priority actions promoting fish and wildlife conservation and the habitats on which they depend and to evaluate project outcomes.
Eligibility: Federal, state and local governments
Awards: No specific monetary amount provided
Contact: No contact information provided

Preservation Services Fund

Description: The purpose of this grant is for preservation planning and education efforts, which may include obtaining professional services in the fields of architecture, engineering, land-use planning, fund-raising and law.
Eligibility: Public entities and non-profit organizations
Awards: Matching grants from \$500 to \$5,000
Contact: National Trust for Historic Preservation
(202) 588-6000

Surdna Foundation Environment Program

Description: A number of grants are available through Surdna, all which aim to prevent irreversible damage to the environment and to promote more efficient, economically sound, environmentally beneficial use of land and natural resources. Grant making principles to which the organization adheres include governmental support, redesign to eliminate problems, voluntary actions and fostering a population of environmentally informed, responsible activist citizens.

Eligibility: None specified

Awards: No specific monetary amount provided

Contact: (212) 557-0010
request@surdna.org

5.3.3 Impact Fees and Assessment Analysis

The use of impact fees is a relatively new approach being used by municipalities throughout the country to finance the public facilities needed to accommodate new growth and development. The State of Florida is at the forefront of this movement, considered by many to be one of the leading states in the development of theory, practical models and legislation for determining growth-related costs and calculating the impact fees for new construction projects.⁷ The following section describes the history and provides general background information on impact fees, which might be useful in determining whether or not this is an approach that could be successfully implemented in Lauderdale-by-the-Sea. The Master Plan will be integral to the impact fee process, if implemented, as information is required in the calculation process that identifies what that community will likely look like in the future (10, 20 years and beyond), or at theoretical build-out.

Although there is much debate on the need for impact fees and the effects on the economy of a community, such as Lauderdale-by-the-Sea, the rationale for imposing impact fees is reasonable. The rationale is based on the general premise that new development should pay the costs associated with the growth that it brings, and existing residents should only be responsible for the costs of improving existing services. Impact fees are never intended to be used for operational expenses or to pay for capital improvements to correct existing deficiencies or imperfections.

The State of Florida has passed statewide legislation that affects the ability of municipalities, such as Lauderdale-by-the-Sea, to levy impact fees. In Florida, the Growth Management Act of 1985 requires local agencies to maintain adequate service levels for public facilities and prohibits the approval of developments that would cause a reduction in service levels. The Growth Management Act does not specifically allow impact fees, since the courts have ruled that the authority to levy such fees is a function of the Florida Constitution.⁸

⁷ "Impact Fees: Practical Guide for Calculation and Implementation". http://www.impact-fees.com/imp_fees.html.

⁸ Ibid.

Developers do have certain rights regarding the development of impact fees, including the right to know exactly what it is that they are paying for, as impact fees can be a significant portion of the cost of developing. Developers also have the right to know that the projects for which they are paying for are, in fact, built.

There are two distinct methods for calculating impact fees, known as inductive and deductive. The inductive method determines the impact cost by determining the cost and the capacity of a particular facility and identifying that as a model for all future facilities. The primary advantage of using this type of impact fee is that it is absolute. The second advantage is that changes to general growth estimates do not affect the calculations. This system is essentially a no-fault impact-fee determination. There are disadvantages to the inductive calculation method, as well. Firstly, the fee is based on a model that does not take into consideration the unusual or special needs of a community. Additionally, it focuses on the final product (ex. fire station) but ignores support facilities (ex. administration offices and vehicles).⁹

The deductive method of calculation involves calculating the impact cost by determining the additional demand on a facility or infrastructure from additional population and commercial or industrial square footage. The amount of growth would be based on the Town's Zoning Code and the specific facilities, which would be identified by a Master Plan, Capital Facilities Plan or policy, that are needed as a result of growth are determined. The specific facilities, including cost and unique circumstances that determine the need for those facilities are determined. The impact fee calculated by the deductive method is a function of geography and locally defined levels of service. This method requires a greater level of detail than the inductive method and requires more planning for both developed and undeveloped properties. The advantage of this method is that it allows the community to accommodate the uniqueness of each agency and requires a proactive planning approach. The primary disadvantage of this method is that it requires frequent updating and required information is more difficult to obtain and compile.¹⁰

⁹ Ibid.

¹⁰ Ibid.

Specific facilities lend themselves to each of the different calculation methods. Sewage treatment plants, water treatment plants, parks, libraries and some police, fire and public facilities are best suited for inductive calculations. Examples of facilities that lend themselves to deductive calculations are streets, sewer collection lines, water distribution lines, street lighting, storm drainage and fire stations. There are approximately twenty-two (22) categories of facilities that can be financed by impact fees, although creative thinking on the community level could lend itself to others. A sample list of the project categories that could be financed through impact fees, include:

- Streets and thoroughfare facilities
- Bridges
- Traffic control facilities
- Storm drainage facilities
- Utility under grounding
- Street lighting
- Street trees and median landscaping
- Parks and recreation facilities
- Other public facilities (Civic Center, etc.)
- Law enforcement and fire protection facilities
- Solid-waste collection equipment
- Harbors, ports and airports
- Public arts, museums, historic preservation and cultural facilities
- Mass transit facilities and equipment
- Day-car facilities
- Water treatment and distribution facilities
- Wastewater collection and treatment facilities
- Electric generation and distribution facilities

Impact fees could be used to contribute to financing the public facilities needed to accommodate future growth in the Town of Lauderdale-by-the-Sea. Should the Town choose to implement impact fees, it would be essential to have an up-to-date Capital Improvement Program that addresses public facility needs over a five-year period. Incomplete Capital Improvement Program's will result in impact fees that do not generate sufficient revenues to assure that the development "pays its way".¹¹ General recommendations for achieving success when implementing impact fees in any community, such as Lauderdale-by-the-Sea, include:

- Determine realistic Capital Improvement needs
- Develop long-range financing strategies for projects NOT financed through impact fees
- Do not finance operations or current deficiencies with impact fees
- Produce an impact fee report that is available to the public and developers
- Use the deductive calculation method whenever possible and the inductive method when information needed for deductive calculations is not available
- Update the impact fees often to ensure assumptions are valid and up-to-date

5.3.4 Special Taxing Districts

Special Taxing Districts are another alternative funding mechanism that could be utilized by the Town of Lauderdale-by-the-Sea. The process for implementing a Special Taxing District may be initiated by Town officials, or by a group of property owners whom desire extra public services and are willing to pay for them through extra property taxes.

Taxing districts have the power to impose tax burdens upon district property proportional to property value, as opposed to obtaining revenue for public purposes in proportion to the benefits to it.

¹¹ Ibid.

6.0 Existing Physical Conditions

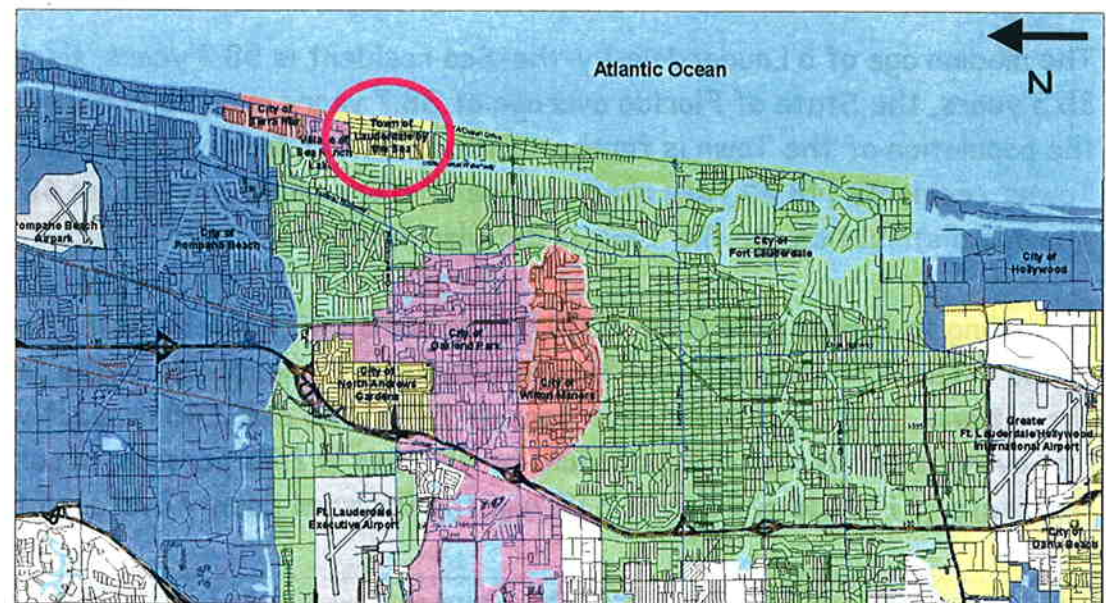
6.1 Regional Context

The Town of Lauderdale-by-the-Sea is situated on a barrier island adjacent to the Atlantic Ocean on the eastern edge of Broward County. Lauderdale-by-the-Sea is nestled between the cities of Fort Lauderdale to the south and Pompano Beach to the north. The western border of the Town is the Intracoastal Waterway, with the Atlantic Ocean forming the easternmost edge. On a regional level, the Town is situated just thirty miles north of Miami and thirty-three miles south of Palm Beach.



Source: www.mapquest.com

Figure 6-1 Regional Context Plan
Town of Lauderdale-by-the-Sea



6.2 Overview of the People

The following section provides a brief overview of the population of the Town of Lauderdale-by-the-Sea, including population characteristics, household characteristics, employment characteristics and education.

Population and Age Distribution

Based on data from the 2000 Census, the population of the Town of Lauderdale-by-the-Sea was approximately 2,563 persons. However, a year after the Census was completed, in 2001, the Town annexed a considerable parcel of land adjacent to its existing northern border, almost doubling the population of this charming community. Today the Town, which includes all lands in the original town boundaries and both annexed areas, has a population of approximately 6,243 persons.¹² This number, however, does not reflect the seasonal visitors and residents of the community.

The median age of a Lauderdale-by-the-Sea resident is 58.3 years, significantly higher than the national average of 35.3 years, the State of Florida average of 38.7 years and the Broward County median age of 37.8 years. The age of the population of the Town is further evidenced when looking at the age distribution of residents. Almost half of the Town's residents (48.9%) are over the age of sixty, while only 8%, or 485 persons, are under the age of twenty-four. The age distribution for the Town is detailed further in Table 7-1.

According to Census data from 2000, there are 3,542 households in the Town, which includes all households on lands added in the 2001 annexation. The average size of a household in the Town is 1.68 persons, which is notably lower than the national, State and county averages of 2.59, 2.46 and 2.45 respectively. The Town has approximately 1,615 families. The average family size in Lauderdale-by-the-Sea is 2.28 persons, in comparison to the national average of 3.14 persons, the State of Florida average of 2.98 and the Broward County average of 3.07 persons.

¹² According to information received from the Bureau of Economic and Business Research - the official population bureau of the University of Florida, and Broward County

The Town of Lauderdale-by-the-Sea challenged the 2000 Census data reports, stating that housing and population statistics were undercounted in the Town, and the Intracoastal Beach Area. The Census challenge ended on September 30th, 2003, with the Town being partially successful, as approximately three hundred persons were added to the total Town population.

Ethnicity Characteristics

According to the 2000 Census, the racial mix of the Town of Lauderdale-by-the-Sea is 97.1% white, 0.8% black and 2.9% other races, including Asian, Hispanic and Native American. The Town of Lauderdale-by-the-Sea has a significantly higher proportion of white residents than both Broward County and the State of Florida. The County, in contrast to the Town, is 70.6% white, 20.5% black and 8.9% other races. The breakdown of race on the Statewide level is 78.0% white, 14.6% black and 7.4% other races.

Educational Attainment

The Town of Lauderdale-by-the-Sea is a well-educated community, with one-third (approximately 34%) of the population over 25 years of age holding a Bachelor's, Graduate or Professional degree. Furthermore, according to 2000 Census data, almost ninety percent (88.9%) of these residents have received a high school diploma or high school equivalency degree. These numbers are higher than the national percentages of 24.4% and 80.3% respectively, the State percentages of 22.4% and 79.9% and the Broward County percentages of 24.5% and 82.0%.

Housing Attributes



Sample of existing housing stock

According to the most recent Census data, there are 6,125 housing units in the Town of Lauderdale-by-the-Sea. Of that total, 3,542, or 57.8%, are occupied, leaving 2,583, or 42.2% vacant. However, these numbers tell only a partial story of the current housing situation in the Town, as a large number of residential owners are seasonal residents. Trends indicate that many houses are used as secondary, winter residences of people living elsewhere, creating a higher level of vacancies than one might expect in the community. Of the total 2,583 documented vacant housing units, 2,144, or 83%, of the units are for seasonal use. This leaves only 439, or 17%, of the existing housing units for rent, for sale or otherwise vacant. Occupied housing is more prevalent than rental housing in the Town, as 70.9%, or 2,513 units, are owner occupied. Approximately twenty-nine (29) percent, or 1,029 units, are renter occupied. In the Town average household sizes differ between owner occupied and renter occupied units. The average household size for owner occupied units is 1.76 persons, while the average household size for renter occupied units is lower, at 1.47 persons.

Over one-half (54.4%) of housing structures in the Town were constructed between 1950 and 1969, with new construction dwindling significantly over the past two decades. This decrease in new construction is attributable to the lack of developable and vacant land in the Town. The construction of new housing units in the Town contrasts drastically with housing construction statistics throughout Broward County, Florida and the United States. In the last two decades, Broward County has developed 40.7% of their total housing units, the State of Florida has developed 48.8% of their total units and, when looking at all of the housing unit development in the United States, 32.8% has occurred over the last two decades. These numbers are drastically higher than in the Town, where only 11.6% of existing housing units have been constructed over the past twenty years (1980 - 2000).

A breakdown of the percentage of housing units that have been constructed in the Town, Broward County, the State of Florida and the United States are identified on the following table:

Table 6-1 Housing Unit Construction, by year and percentage
 Town of Lauderdale-by-the-Sea, Broward County, State of Florida and United States

Year of Construction	Location			
	LBTs	Broward County	State of Florida	United States
1990 - March 2000	4.3%	19.5%	22.6%	17.0%
1980 - 1989	7.3%	21.2%	26.2%	15.8%
1970 - 1979	29.7%	29.8%	23.1%	18.5%
1960 - 1969	33.6%	17.2%	12.8%	13.7%
1950 - 1959	20.8%	6.4%	7.3%	10.0%
1940 - 1949	2.7%	4.9%	5.0%	10.0%
1939 and earlier	1.6%	1.0%	2.9%	15.0%

Source: US Bureau of the Census

According to 2000 Census data, the median value of owner occupied housing in the Town of Lauderdale-by-the-Sea is approximately \$229,146. This figure is notably higher than the national median of \$119,600, the statewide median value of \$105,500 and the Broward County median value of \$128,600. The high value of owner occupied housing is further evidenced when additional figures are reviewed. Only six (6) percent of the total owner occupied housing available in the Town is valued under \$124,999. In contrast, approximately thirty (30) percent of the housing stock is valued to be \$300,000 or over.

6.3 Existing Land Uses

In completing our on-site inventory of the Town of Lauderdale-by-the-Sea we examined the physical characteristics of the land, and how it is being used. The existing land use of all parcels in the Town is important because it reveals past growth patterns, as well as potentials for future re-use, revitalization and development. An existing land use map was prepared for the Town as part of their Comprehensive Plan, with the following land use categories: Single Family Residential, Multi-Family Low Medium, Multi-Family Medium, Multi-Family High, Multi-Family Under Construction, Commercial, Mixed Use, Park and Recreation, Community Facility, Private Beach, Vacant and Water. The total acreage devoted to each use within the Town boundaries is identified in Table 7.2 below:

Table 6-2 Existing Land Use, by Category
Town of Lauderdale-by-the-Sea

Land Use Category	Total Acres	Percentage
Single Family Residential	233.0	37.2%
Multi-Family Low Medium	72.4	11.5%
Multi-Family Medium	102.4	16.3%
Multi-Family High	70.4	11.2%
Multi-Family Under Construction	6.6	1.1%
Commercial	32.3	5.2%
Mixed Use	1.5	0.2%
Park and Recreation	22.7	3.6%
Community Facility	8.5	1.4%
Private Beach	20.7	3.3%
Vacant	2.7	0.4%
Water	53.9	8.6%

Source: Town of Lauderdale-by-the-Sea Comprehensive Plan, 2003

Single Family Residential

As a single land use category, Single Family Residential land uses comprise the largest percentage of land in the Town of Lauderdale-by-the-Sea, accounting for 37.2%, or 233 acres of the total land area. Single family developments are generally located directly east of the Intracoastal Waterway. In the southern end of the Town, single family residences are generally all lands between the Intracoastal Waterway and Seagrape Drive. In the northern end of the Town single-family neighborhoods include three residential nodes, which are identifiable as Bel-Aire, Terra Mar Island and Palm Club. All three residential enclaves are located directly east of the Intracoastal Waterway and to the west of State Route A1A, or Ocean Drive.

Multi-Family Low Medium, Medium, High and Under Construction

When the four multi-family land use categories are combined together they account for approximately 40% of the total available land in the Town, equaling approximately 251 acres. Multi-family land uses include all two-family structures, multi-family structures (condominiums, etc.) and those units that cater to seasonal residents, including hotel and motels uses and rental apartments. The multi-family units are located primarily along the eastern and western sides of State Route A1A, as well as along El Mar Drive, Bougainvillea, Poinciana and Hibiscus Avenue.

Commercial

Commercial land uses in the Town include retail spaces, bars and restaurants and professional services. The majority of commercial uses are focused along Commercial Boulevard between the beach and the Intracoastal Waterway. Additional limited commercial uses are scattered along State Route A1A, or Ocean Drive. Commercial land uses account for a total of approximately 32 acres in the Town, or 5.2% of the total available land.



Land Uses along Commercial Boulevard

Mixed Use

Mixed Use land uses comprise a minimal amount of land within the Town, accounting for only 1.5 acres, or .2% of total land area. There is only one designated parcel of mixed use, which provides for commercial-retail uses on the ground floor with thirty dwelling units above.

Park and Recreation

Just under four (4) percent, or 22.7 acres, of the land in the Town is designated as park, recreation and open space. The largest of these spaces is the newly developed Municipal Park, located west of the existing Town Hall complex.

Community Facility

There are three community facilities in the Town that account for 8.5 acres of land, or 1.4% of the total land area. Community facilities in the Town include Town Hall, the Community Church and Assumption Catholic Church.

Beach

The beach accounts for 20.7 acres, or 3.3%, of land in the Town - the largest open space area in Lauderdale-by-the-Sea.

Vacant

Land with no apparent use that is not wooded or maintained as open space and has no buildings is listed as vacant. There is currently slightly less than three acres of undeveloped, vacant land in the Town of Lauderdale-by-the-Sea. No single vacant parcel is over one acre in size, creating limitations for development/redevelopment. However, some of these parcels may have potential as development sites, open space buffers or small, pocket recreational properties.

Water

Approximately 53.9 acres, or just under ten (10) percent of Town area is dedicated to water uses. This includes the various canals and waterway systems that run through the Town, including Silver Shores Waterway in the southern portion of the Town. Not included in this number is the Atlantic Ocean.

6.4 Existing Zoning

The Town of Lauderdale-by-the-Sea currently has eleven zoning classifications, five of which were added after the recent annexations were completed. With the annexations, the Town agreed to administer the pre-existing Broward County Zoning Code for the SRCC and Intracoastal Beach area and maintain the existing land uses. The Town is currently in the process of updating their Zoning Code but is still using the existing Code described in detail herein. The existing zoning classifications divide the Town into residential and business areas and are detailed further in the table below:

Table 6-3 Existing Zoning Classifications
 Town of Lauderdale-by-the-Sea

Zoning Classification	Primary Uses	Land Area (Acres)	Land Area (Percentage)
RS-4	Single-Family Residence (4 Units per Acre)	118.7	18.9%
RS-5	Single-Family Residence (5 Units per Acre)	106	16.9%
RD-10	Residences-Duplex (1 Unit per lot on lots of 80' or less)	28.8	4.6%
RM-15	Residence, Apartments, Motels (15 Units per Acre)(30 Units per Acre - Hotel)	1.8	0.3%
RM-16	Residence, Apartments, Motels (16 Units per Acre) (32 Units per Acre - Hotel)	4.0	0.6%
RM-25	Residence, Hotels, Multiple Dwellings (25 Units per Acre)(50 Units per Acre - Hotel)	204.6	32.6%
RM-50	High-Rise, Motel, Hotel (No Maximum Density Specified)	28.5	4.5%
R-5	Motel District	4.6	0.7%
B-1A	Business, Retail, Restaurants	1.6	0.3%
B-1	Business, Retail, Restaurants	24.2	3.9%
PUD	Planned Unit Development District	3.0	0.5%
Other	Un-Zoned Water, Beach Area and Municipal	101.3	16.2%

Source: Town of Lauderdale-by-the-Sea Comprehensive Plan, 2003

6.5 Circulation Characteristics

6.5.1 Vehicular Circulation

The Town of Lauderdale-by-the-Sea is advantageously located within a short drive of some of the State's major traffic and vehicular corridors, providing easy access between the Town and regional attractions and destinations, including downtown Fort Lauderdale, Miami and the Hollywood-Fort Lauderdale International Airport.

Commercial Boulevard bisects the Town in an east-west direction, with the Commercial Boulevard Bridge, which opened in 1965, providing the only access across the Intracoastal Waterway from the Town to lands west. Commercial Boulevard, a four-lane divided roadway, continues out of the Town west to the Sawgrass Expressway. Interstate 95 is located west of the Town but is easily accessible from Commercial Boulevard and is one of the most prominent vehicular thoroughfares in the State, providing efficient traffic routes to almost all regional destinations. State Route A1A traverses the Town in a north-south direction, providing the only access from the Town to areas north and south. State Route A1A, a three-lane roadway, is located on the eastern edge of the Town and, in some areas, is the closest waterfront roadway in the Town. Both State Route A1A and Commercial Boulevard are classified by the Florida Department of Transportation as State Minor Arterials.¹³

El Mar Drive, which begins at Palm Avenue and continues to Pine Avenue, is a beachfront roadway that provides an alternative waterfront route in the southern half of the Town. El Mar Drive carries two lanes of traffic in each direction, with a landscaped median down the center. Back out parking from existing businesses is present on both sides of the road.

¹³ Town of Lauderdale-by-the-Sea Comprehensive Plan, 2003

6.5.2 Water-Based Circulation

The Atlantic Ocean is the primary water resource in the Town of Lauderdale-by-the-Sea and is the Town's easternmost boundary. There is no designated boat access from any point within the Town to the Atlantic Ocean.

The Intracoastal Waterway is a navigable channel that separates the Town of Lauderdale-by-the-Sea from the Florida mainland. Connected to the Intracoastal Waterway are a small number of navigable canals that provide access to various residential and commercial neighborhoods. Access, by boat, is possible to the Atlantic Ocean via the Intracoastal Waterway from two inlets, the Hillsboro and the Port Everglades. The Town has almost two miles of frontage along the Intracoastal, however it is almost fully developed and is predominantly privately owned. At one time a water taxi service was available in the Town, providing water-based access between Lauderdale-by-the-Sea and Fort Lauderdale. The service has been discontinued in the Town, although it still operates in the City of Fort Lauderdale.

6.5.3 Pedestrian Circulation

Lauderdale-by-the-Sea has an extensive sidewalk system on heavily traveled retail, service and tourist-oriented roadways that provide easy pedestrian movement around the Town. However, residential neighborhoods tend to lack sidewalks. The existing sidewalks allow for safe movement and are prevalent on the major roadways, including State Route A1A and Commercial Boulevard. State Route A1A is a designated bike route with distinguished bike lanes in the northern section from Pine Avenue to the northern Town limits. Commercial Boulevard also has marked bike lanes that run from State Route A1A to the western Town limits.

El Mar Drive, the Town's waterfront roadway that runs parallel to State Route A1A, is a lightly traveled, medianed road. El Mar Drive subsequently, serves as an excellent pedestrian and bicycle alternative in the Town.